

FINANCIAL TIMES

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South African strike
puts union on
the spot, Page 18

Austria	Skd22	Indonesia	Rs2100	Portugal	Esc12
Belgium	Bel2.60	Ireland	NIS3.50	S. Africa	RCD 100
Denmark	DK10.00	Italy	Lira 1000	Spain	PE 100
Canada	CA1.00	Japan	Yen 100	Sweden	SEK100
Cyprus	CA2.90	Jordan	Flm 500	S. Africa	RCD 20
Denmark	DK10.00	Kuwait	Flm 500	Switzerland	SwF 100
Egypt	ES2.25	Lithuania	Sk125.00	Switzerland	SwF 30
Finland	FI14.20	Latvia	Lat 1000	Tunisia	Dinar 200
France	Fr14.20	Mexico	Pes300	Tunisia	Dinar 200
Germany	DM22.30	Morocco	Dh120	Tunisia	Dinar 200
Grace	DK12.00	Neth	Flm 100	U.S.A.	Doll 50
Hong Kong	HKS12	Neth	Flm 100	U.S.A.	Doll 50
India	Rs15	Norway	Nkr10.00	U.S.A.	\$1.00

World News Business Summary

Iranians furious after Saudis cut links

A bomb exploded at the Kuwait office of the Saudi national airline Saudi as Iran reacted furiously to Riyadh's decision to sever diplomatic relations with Tehran. The bomb slightly injured a security guard and caused extensive damage.

Iran said the Saudis had cut ties with the aim of preventing Iranians from participating in the hajj Moslem pilgrimage to Mecca this July. Page 18; Saudi loses patience, Page 4

Mozambique seeks new talks with South Africa

Pretoria and Maputo seemed poised for improved relations after Mozambique President Joaquim Chissano sent an envoy to South African President P. W. Botha with a proposal to revive the Nkomati accord of March 1984.

The second provided for expulsion of ANC cadres from Mozambique in return for an undertaking by Pretoria to end support for MRN rebels and build normal political and economic relations; Page 2; Union on the defensive, Page 18

Kabul bomb kills 6

Six people were killed and 48 injured when a bomb in a truck exploded in central Kabul. Page 4

Israel blames Syria

Palestinian gunmen penetrated Israel's northern border defences for the second consecutive day and were intercepted - as Defence Minister Yitzhak Rabin blamed Syria for a recent surge in cross-border attacks. Page 4

US releases war papers

US National Archives opened for public viewing the first batch of documents collected by the US Army during the Vietnam War. The documents total 12 million pages - one-sixth of the 72 million pages to be released.

Train 'attacked'

A US military train was damaged by explosions on a journey between Frankfurt and Berlin and West German police said they suspected an attack.

Spaniards protest

Demonstrators built barricades, marched and turned pigs loose among traffic jams in nationwide protests against the Government's social policies.

S Korean poll upset

South Korea's ruling party lost its majority for the first time in the country's history as final results of the National Assembly elections were returned. Page 18

Moneymakers strike

Employees of West Germany's state-run Bundesdruckerei printing concern - which produces banknotes, passports and identity cards - went on strike over pay and hours of work. Page 23

Australian 'hypocrisy'

South Africa accused Australia of hypocrisy in criticising the apartheid system while ignoring the plight of the Aborigines. Page 18

Anti-cancer campaign

EC officials announced plans for an anti-cancer campaign aimed at saving 150,000 lives by the year 2000 and focusing on smoking, over-eating, drinking and spending too much time in the sun.

EC pledge on animals

The European Community said 10m animals were used in laboratory experiments each year and it was determined to reduce the number.

Bullfrogs recalled

A garden store in Newcastle upon Tyne, north-east England, recalled 400 imported giant carnivorous bullfrogs after ecologists complained the creatures would eat native frogs and newts instead of scaring off cats from the goldfish ponds. Page 19

De Beers lifts diamond prices by 13.5 per cent

De Beers world demand for gem diamonds prompted De Beers' Central Selling Organisation to raise the price of rough (uncut) stones by an average of 13.5 per cent from next month. This is believed to be the biggest-ever single increase in the price by the CSO which controls 80 per cent of the world market. Page 18

NESTLE, Swiss foods group which is bidding for Rowntree of the UK, stressed the extent of the financial strength it could muster to back its bid. Page 21; Pressure increases, Page 18

SOUTH KOREAN shares plunged in thin volume as the ruling Democratic Justice Party's failure to win a parliamentary

majority in Tuesday's elections sent small investors rushing for cover. The composite index dropped 25.97 to 612.73. Page 42

TOKYO: Unfavourable external factors disheartened investors, dragging down the Nikkei average for the first time in five trading days. It closed 54.8 down at 27,191.57. Page 42

WALL STREET: The Dow Jones industrial average closed up 3.15 to 2,047.51. Page 42

LONDON: Takeover fever swamped London but worries that ICI might launch a rights issue calmed the market down. After an early gain of 13 points, the FTSE 100 index closed up 5.9 up to 1,306.7. Page 38

DOLLAR closed in New York at DM1.6747, Y124.85, SF1.3570 and FF1.6260. It closed in London at DM1.6750 (unchanged); Y125.05 (Y124.75); SF1.3575 (SF1.3565); and FF1.6250 (FF1.6269). Page 31

STERLING closed in New York at \$1.8760. It closed in London at \$1.8770 (\$1.8750); DM3.1450 (DM3.14); Y234.75 (Y234.50); SF2.6050 (SF2.60); and FF10.6550 (FF10.6550). Page 31

CHEVRON, big US oil group, lifted first-quarter net earnings from \$35m to \$40.6 a share to \$65m or \$1.51. Page 19

PEPSICO, US soft drinks, snack foods and restaurant group, reported a jump in first-quarter earnings of 52 per cent. Page 19

WALT DISNEY, US theme parks and entertainment company, has announced a 36 per cent jump in second-quarter net profits. Page 23

BARCLAYS BANK, large UK clearing, shareholders approved proposals by the bank's board for a rights issue of 222m (31.6m). Page 19

DU PONT, biggest US chemicals producer, announced a 51 per cent increase in first-quarter earnings. Page 19

BRIDGESTONE, Japanese tyre group, received about 30.6m shares of Firestone Tire & Rubber, US tyre group, or 9.4 per cent, in response to its tender offer for all shares at \$30 each.

BRITIERE INVESTMENTS, Sir Ron Britier's New Zealand company, is looking for a buyer for its 35 per cent holding in NZI, leading insurance and financial services group. Page 20

PRIMERICA, US financial conglomerate created from the corporate shell of American Can business, made net profits of \$8.7m or 99 cents a share in the first quarter. Page 19

AGRICULTURE

Companies

America

Companies

Overseas

Companies

World Trade

Companies

Europe

Companies

America

Companies

Overseas

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World Trade

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OVERSEAS NEWS

Giscard takes three days before endorsing Chirac

BY IAN DAVIDSON IN PARIS

AFTER THREE days of deliberation and suspense, Mr Valéry Giscard d'Estaing, former President of France and one of the main pillars of the UDF group of centrefight parties, yesterday endorsed Mr Jacques Chirac, the neo-Gaullist Prime Minister, in his run-off against Mr François Mitterrand in the second round of the presidential elections on May 8.

At the same time, the latest opinion poll predicts a victory for Mr Mitterrand with 57 per cent. Of the 14 per cent who voted for the far-right candidate Mr Jean-Marie Le Pen in the first round, nearly a third would vote for Mr Mitterrand in the second.

The timing of Mr Giscard d'Es-

tating's declaration is not without an element of quiet malice, and epitomises the strained relations both within the UDF and the RPR.

And yet the Giscard declaration comes three days after Mr Le Pen, leader of the National Front, the leaders of the centrefight political establishment could hardly avoid endorsing their remaining candidate.

In the campaign before the first round of voting last Sunday, Mr Giscard d'Estaing ostentatiously declined to endorse either Mr Raymond Barre, standard-bearer of the UDF, or Mr Chirac, on the grounds that both had served as Prime Minister under his presidency in 1974-81.

His endorsement was in fact virtually a foregone conclusion. Mr Barre came third in Sunday's vote and is thus excluded from the second round, in the face of the alarming rise in the vote for

Mr Le Pen, leader of the National Front, the leaders of the centrefight political establishment could hardly avoid endorsing their remaining candidate.

And yet the Giscard declaration comes three days after the first round of voting, whereas Mr Barre had generously swung his support behind Mr Chirac, in a joint television appearance with the RPR candidate on Sunday.

If Mr Mitterrand wins as expected, and the government is replaced, Mr Giscard d'Estaing could hope to play a bigger role on the political scene than for some time, since Mr Chirac and his government ministers would cease to be members of Parliament and Mr Giscard d'Estaing

Meantime, the Communist party is expected to endorse Mr Mitterrand formally today.

FRENCH ELECTIONS

Israeli scientist claims Italy's grapefruit scare a sour hoax

BY JOHN WYLES IN ROME

ITALY'S poisoned grapefruit scare may prove to be a highly unmasking hoax. There were no reports of poisoning nor further evidence of infected fruit yesterday, although thousands of tonnes of grapefruit were withdrawn from the shelves of shops and supermarkets.

And nor will there be any such reports, according to Mr Israel Addato, a scientist from the Israeli Ministry of Agriculture, who said yesterday that Italian authorities had jumped to the wrong conclusion about the blue colouring found in six Jaffa-brand grapefruits imported from Israel. It was, in fact, colouring

that is virtually impossible to inject poison into citrus fruit without the effects being spotted. The nature of its "meat" forces poison out into the skin when it becomes blotted.

No confirmation of Mr Addato's claims was forthcoming from the Italian side last night.

If he is right, then there will be some red faces at the Rome laboratory which concluded that the Jaffa grapefruits had been poisoned before carrying out secondary tests on the dark blue colouring found in their interior. The tests were ordered last night by Italy's chief prosecutor.

Ironically, grapefruit is the only citrus imported into Italy. All other fruits are excluded by Italy's protective health regulations.

A NEW centre-left Government looks increasingly likely to be formed in Belgium next week following an important breakthrough last night in the four and a half month negotiations between the major parties.

A spokesman for Mr Jean Luc Dehaene, the man charged by King Baudouin with finding a compromise programme for the new coalition, announced that the presidents of the five parties involved in the talks had found a solution to the bitterly-contested issue of Les Fonsca (or Voeren).

Ironically, Dehaene, which has become the flashpoint for disputes between Belgium's Flemish and Francophone communities and which

problems led to the fall last year of the centre-right Government headed by Mr Wilfried Martens.

Details of the accord - expected to be ratified by Party congresses this weekend - were not clear early last night.

The most intriguing question, however, is whether the King will ask Mr Dehaene to be Prime Minister or whether Mr Martens will be invited to form his new administration.

Mr Martens' colleagues in his French-speaking Christian Democrat Party (CVP) have indicated that, subject to conditions which now appear to have been met, he is ready to drop his reservations about sharing power with the Socialists.

BELGIUM BREAKS STALEMATE ON GOVERNMENT COALITION

BY TIM JACKSON IN BRUSSELS

Stockholm to squeeze corporate liquidity

BY SARA WEBB IN STOCKHOLM

SWEDEN IS planning measures to harness corporate liquidity and curb inflation. Mr Bengt-Olov Feldt, the Finance Minister, said yesterday.

Presenting his supplementary budget, he stressed the need to stimulate household savings, cut private consumption and restrict wage increases in order to bring down inflation running at about 5.5 per cent on a 12-month basis. He also proposed raising taxes on oil and tobacco to increase spending on education and coastal defence.

If parliament approves the proposals this spring, non-financial

companies will have to place 15 per cent of their liquid funds (above a SKr150m (\$45m) threshold) into accounts at the central bank for a two-year period. The move would effectively freeze funds of about SKr100m of corporate funds. Interest would be paid at below market rates.

Pointing to the wave of takeovers and mergers in Sweden in recent months, Mr Feldt said that the largest industrial groups' high liquidity meant many were acting as banks in their own right and forcing commercial banks to increase their lending to households which, in turn,

encouraged consumption. According to Mr Feldt, Sweden's top 20 companies have liquid funds of about SKr100m.

The move to curb liquidity was widely criticised by industrial leaders who see it as a means, ahead of the election, of pacifying the unions, many of which have criticised the state of takeovers.

Although the rise in private consumption is showing signs of slowing, the Government plans to introduce new youth savings schemes, increase the appeal of the tax-free savings funds, and set limits on credit card use.

Sweden has a negative savings ratio, and consumer demand has led to an increase in imports.

lower in next year's wage round.

Mr Bengt-Olov Johansson, the Wages and Banking Minister, said wage costs were expected to rise by 6 per cent this year in view of agreements struck so far which were "higher than we think healthy for the economy."

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Gorbachev backers attack conservatives

BY QUENTIN PEEL IN MOSCOW

SUPPORTERS OF Mr Mikhail Gorbachev's political and economic reforms in the Soviet Union have returned to the offensive against top-level conservatives in the Communist party, demanding that the people behind a published defence of the Stalin era be named.

They also claimed that leading figures in the party hierarchy and in the army were responsible for promoting the document, which was denounced in the party newspaper, Pravda.

The latest onslaught in the ideological debate comes from the weekly newspaper Moscow News, one of the most outspoken official supporters of Mr Gorbachev's policy of glasnost. It published a full page of debate between the newspaper and its readers on the subject of the controversial article in Sovetskaya Rossiya, written under the name of Leningrad teacher Nina Andreyeva, and described by its opponents as an "anti-perestroika manifesto."

Yegor Ligachev, the number two in the party hierarchy, told the Brussels meeting that some people are hiding behind Nina Andreyeva, Moscow News says. "Some people want to make their own political business with her hands and with her opinion. Let those people reveal themselves, and let them openly put forward their course, and let them directly explain their disagreement with Mikhail Gorbachev."

The Soviet party leader's most radical supporters have been suggesting in private that one person behind the article is Mr

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GRENFELL

Legal loopholes allow widespread copying of computer programmes, writes John Wyles

WHENEVER he had committed some outrageous act and was asked what would happen if everyone did the same, Yossarian, Joseph Heller's hero in *Catch-22* replied: "Well, I would be crazy not to, wouldn't I?" Questionable and sometimes illegal practices abound in Italy on the same basis, legitimised by custom and practice.

Piracy of computer software is one example causing considerable anguish to software manufacturers such as Lotus, Micro-

soft and Ashton Tate, which between them have more than 25 per cent of the Italian market, and to leading wholesalers such as Editrice Italiana Software (EIS). Unlike France, the UK and the Netherlands, Italy has no specific law which prohibits the copying of software packages, so enterprising (or unscrupulous) dealers are making hay.

The figures speak for themselves. In France, for example, around 400,000 personal computers were delivered to private and business users last year and in Italy, 300,000. The French software market accounted for 300,000 products worth \$279.7m while Italy purchased only 100,000 worth \$117.2m.

It would be beguiling, but wrong, to assume that Italy's personal computers are largely dedicated to games. Banks, industrial companies large and small and retailing chains are increasingly betting in electronics. Many are also, it is widely suspected, buying only a portion of their software requirements and copying the rest. According to the manufacturers, actual sales of some products are only about a fifth of real consumption.

Mr Giancarlo Abate-Daga, managing director of EIS, says many

Italian businesses and private users regard computer hardware as the real tool and think of the software as an incidental, though essential, adjunct. Little or no thought is being given to the shackles being imposed on the development of a domestic software industry by artificially depressed revenues.

Who are the principal offenders? Private users exchanging copies of their software are particularly to blame. Rather more so are the software dealers who will throw in a pirated product to clinch a personal computer sale or who seek a national market for their copied products.

It would be beguiling, but wrong, to assume that Italy's personal computers are largely dedicated to games. Banks, industrial companies large and small and retailing chains are increasingly betting in electronics. Many are also, it is widely suspected, buying only a portion of their software requirements and copying the rest. According to the manufacturers, actual sales of some products are only about a fifth of real consumption.

Mr Giancarlo Abate-Daga, managing director of EIS, says many

software manufacturers direct if they are having problems in using the package, companies are nominating one employee through whom all operating problems are channelled. One of the largest companies in Italy has copied its IBM handbook and put its own logo on the front cover. "Manufacturers work by the book and buy and sell the software, but other companies may turn a blind eye when their employees make copies or arrogantly encourage them to do so," claims Mr Abate-Daga.

A small Financial Times survey of some key Italian companies failed to throw up any confessions of wrongdoing. Fiat said that it develops most of its own software and purchases the rest, but definitely does not copy. Montedison has an in-house company, Sime, supplying half its software needs and buys in the other half. Ansaldi says that it only permits copying when a product remains useful to the company but has lost its market value by being overtaken by a more advanced one.

Some companies have noticed that there is a legal restraint following an appeal court ruling of March 1986 which applied copyright law to software manuals. Some judges are now applying

this to protect software products themselves but, as Mr Abate-Daga says, obtaining proof of wrongdoing in the corporate sector is very difficult.

Central government has also been wrestling with the problem for some time. The Italian Prime Minister's advisory council on informatics has drafted a proposed law to outlaw software piracy, but political crises and superior priorities are guaranteeing a long gestation period before it is put to parliament.

So unless the manufacturers themselves track down offenders and put them in the judicial firing line, individual Italians, be they corporate managers or home computer buffs, are still likely to believe, as a Yossarian would, that it is mad for them to stop copying software.

Software pirates find Italy's law has no bite

Carlucci discounts strategic weapons treaty at summit

BY DAVID WHITE, DEFENCE CORRESPONDENT, IN BRUSSELS

NO AGREEMENT on strategic arms reductions can be expected from the Moscow summit at the end of May, Mr Frank Carlucci, US Defence Secretary, told Nato ministers yesterday. But the US believes Moscow wants a treaty within the remaining life of the Reagan Administration.

He said the Soviet authorities were thought to consider that the current US administration - which ends next January - provided the best chance for a START agreement being accepted in the US and therefore ratified.

Mr Carlucci said the main obstacles to a treaty were the problem of verification, the question of whether submarine-launched cruise missiles should be classed as strategic weapons, and counting rules for air-launched missiles.

At the same time the US warned of the prospect of various short-range strategic missiles such as the SS24 being used to fulfil the role of SS20s which are due to be scrapped under the INF treaty. These missiles, which could be either based in silos or be mobile, could be directed at European targets. Although it was impossible to say which ones were, the increased numbers raised the potential for such a switch.

The US also warned that the Soviet Union could be expected to introduce further air-launched and sea-launched weapons with ranges of around 3,000km.

Danish opposition move eases threat to Nato ties

BY MARY BARNES IN COPENHAGEN AND DAVID WHITE IN BRUSSELS

THE THREAT of a crisis in Denmark's relations with Nato appeared to recede yesterday after the opposition Social Democratic party modified its position on visits to Danish harbours by ships carrying nuclear weapons.

A snap general election was called for May 10 after centre-left parties defied the ruling Conservatives and passed a resolution in parliament requiring the Government to inform visiting vessels that Denmark does not accept nuclear weapons on its territory.

The resolution caused alarm in Britain and the US, which refuse to confirm or deny the presence of nuclear weapons on their ships. The allies' fears were strengthened by a Social Democratic document presented to parliament's defence committee. This spells out that visiting ships should "know and respect" Denmark's non-nuclear policy, which should be stated in the "clearance letter" which ships receive before entering Danish ports.

However, in Brussels, Mr George Younger, the UK Defence Minister, made clear his opposition to any system under which visiting captains would be "reminded" of Denmark's non-nuclear policy. Should such a policy be implemented, he said, the British would be unable to send in the 13,500-strong UK Mobile Force to reinforce Denmark's defences.

E Germany seeks to woo Bonn at arms conference

BY DAVID MARSH, RECENTLY IN EAST BERLIN

EAST GERMANY has invited leading West German politicians to a disarmament conference in East Berlin in June to try to win support for a central European zone free of nuclear arms.

Officials say they realise it will be "tricky" for Bonn politicians to come to East Berlin for such a conference, but underline that they want "high ranking representation" at the meeting, billed as an effort to bring together disarmament experts from East and West.

The conference will discuss general prospects for international nuclear-free zones, but will also give particular emphasis to proposals from Mr Erich Honecker, the East German leader, for establishing a nuclear-free corridor straddling the two Germanys.

The West German opposition Social Democratic party has

backed Mr Honecker's ideas. However, the notion of establishing nuclear-free areas is firmly rejected by the Christian Democratic coalition in Bonn, as well as by other leading Nato governments. Not surprisingly, Chancellor Helmut Kohl, who received an invitation at the weekend, last night said he would not be going.

In a letter sent to Mr Honecker last month, Mr Kohl rejected ideas for further nuclear disarmament in Europe beyond the scrapping of intermediate-range nuclear missiles agreed by the US and the Soviet Union last December. None the less, he and large parts of the ruling parties in Bonn are reticent about modernising and short-range US Lance missiles in the Federal Republic which the Pentagon wants to renew with updated weapons during the 1990s.

Supremacy and their

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discounts
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summit

AMERICAN NEWS

Panama claims progress over banking crisis

BY DAVID GARDNER IN PANAMA CITY

PANAMIAN officials believe they are close to resolving at least one aspect of the dollar shortage caused by government insolvency and the US financial sanctions strategy aimed at ousting military leader General Manuel Antonio Noriega.

Negotiations are far advanced for the Andean Reserve Fund, a multilateral agency tied to the Andean Pact trading community, in effect to act as a front for the Banco Nacional de Panamá and enable it to resume some of its functions as Panama's clearing bank, Panamanian officials say.

The pact comprises Venezuela, Colombia, Ecuador, Peru and Bolivia.

Private economists and commercial bankers linked to Panama's right-wing opposition are also deep in negotiations with the US Administration on a major economic package to reflect the ruined Panamanian economy, to come into operation only if Gen Noriega steps down as commander of the 15,000-strong Panamanian Defence Forces.

Panama's 125 banks have been closed since March 4, when BNP announced it could no longer honour them with dollar balances of the freeze on its liquid assets, and other government revenues, in the US.

The Government has been financially捉襟见肘, reduced its spending on a minimal daily cash-flow basis, while the economy is operating at barely a third of its capacity because of the shortage of dollars, Panama's currency.

Attempts to persuade large commercial banks to take on a

Narrow Conservative Party win in Manitoba

By David Owen in Toronto

THE Manitoba Conservatives under Mr Gary Filmon won a narrower-than-expected victory in this week's provincial election.

The Conservatives won 25 seats and 38 per cent of the vote, against 20 seats and 36 per cent for Ms Sharon Carstairs's Liber-

The left-of-centre New Democratic Party, which formed the previous government, was left languishing in third place with 12 seats and 24 per cent. None of Canada's 10 provinces is now under NDP stewardship.

The result will be of most encouragement to the Liberals, who held just one seat in the legislature prior to dissolution.

The federal Liberal party in Ottawa boasts only two western Canadian MPs. The party will clearly be hoping that this week's result prefigures a similar groundswell of support at the federal level.

As the leader of the party with the most seats, Mr Filmon will almost certainly be asked to form a government.

However, should the Liberals and NDP team up to defeat the Tories in a vote of confidence, Ms Carstairs could effectively be the next premier.

It does not look as though it can be while the crisis continues.

The Government last week more than halved its tax revenue estimates for this year and is currently taking in \$37m-\$40m a month - a good deal of it in unsolicited cheques.

Because of this perception that Gen Noriega's position is ultimately untenable, the opposition three weeks ago started negotiations with the US Treasury on a \$50m emergency package.

Protectionist lobby wins key Brazil congress vote

BY IVO DAWNEY IN RIO DE JANEIRO

A COALITION of nationalists in the Brazilian congress has inflicted a crushing blow on efforts by the centre-right to guarantee foreign companies rights.

And jubilant shouts of "Boa! Boa! Boa!" from the electronic voting board revealed late on Tuesday that the nationalists had defeated the Senado, or Big Committee, grouping, by 275 to 214.

Had they won over just one more congressman, the nationalists would have had a clear majority, allowing them to impose their own voting agenda, including clauses outlawing mineral exploration and oil risk contracting by foreign companies.

In fact, the likelihood is that compromise wording will be found that will command a majority.

Nevertheless, mineral companies believe there is now a real possibility the new constitution could restrict them to taking only minority shareholdings in exploration activities. This is despite a

powerful lobby by oil distribution companies which is thought certain to have preserved that sector for foreign activity.

Furthermore, the wording proposed by the Senado gives legislators an opening for future restrictions on foreign capital.

What has alarmed the nationalists is the scale of the Senado's defeat.

Analysts of the nationalist campaign insist not only the considerable left-wing parties but also such groups as the powerful evangelical Christian movement usually identified with the right.

It is now clear that many of Brazil's biggest companies are prepared to influence the Constitutional Assembly to ensure that restraints are put on potential competitors from abroad.

This revelation will come as a blow to President Jose Sarney who has recently expressed support for a closer integration of the Brazilian economy with the world market.

US Supreme Court conservatives flex their muscles

BY LIONEL BARBER

Lionel Barber reports on a decision to reconsider a key racial rights ruling

THE SPECTRE of an activist conservative majority on the US Supreme Court was reinforced this week in the nation's capital.

In an unusual but not unprecedented step, the court ruled 5-4 to reconsider a key 1976 ruling which gave blacks and other minorities the right to sue private parties on the basis of racial discrimination.

It was the first time the five acknowledged conservative justices had joined ranks on an important case since President Reagan's latest nominee, Judge Anthony Kennedy, took his place on the bench last February. Bitterly disputed among the justices themselves, the decision caused an uproar among civil rights groups and liberals.

If the court decides to overturn the 1976 ruling in a later hearing this autumn, it would amount to a landmark retrenchment, overturning a major precedent expanding the rights of racial minorities.

More significant perhaps is the signal which Monday's ruling sends about the direction of the court and its new built-in conservative majority.

Last year, liberal activists celebrated what they thought was a famous victory in securing the defeat of President Reagan's nominee to the court, Judge Robert Bork. In a Senate confirmation battle, Judge Bork was painted as the judicial conservative activist par excellence, a man whose intellectual power would inevitably wrench the court into the conservative camp.

Yet, as judicial scholars pointed out, Mr Bork, as Solicitor General in 1976, filed a brief on the side of the victorious black plaintiffs in the original case of *Simmons v McCrory* which expanded a post Civil War ruling banning racial discrimination on all private contracts.

Mr Reagan has had the fortune to nominate three conservative

Deborah Hargreaves reports on the revival of smokestack America

US rustbelt polishes its image

THE silhouetted blast furnaces that scar the north-west Indiana skyline leave no doubt that Gary, Indiana (its primary takes place on May 3), and its environs lie at the heart of the US rustbelt. But as the belching smoke from five steel plants fills the air with a smell of sulphur and dust, its game over City Hall's Greek pillars. Gary is at the centre of a rustbelt revival.

Smokestack America is in the process of regeneration, prompted by a lower dollar and a demand in the steel industry. And Gary, which was threatened with industrial dereliction only eight years ago, is slowly picking itself off the ground, and looking to the future.

With an unemployment rate of 26 per cent in 1983, this Midwest town was in real danger of becoming a ghost town. As the steel industry went through its restructuring, almost 10 per cent of Gary's tough, steel-working residents - among the highest-paid industrial workers in the world in their heyday - left the city in search of work.

Much of Gary's recovery is being built on the biggest steel industry boom since the 1970s - the most seats, Mr Filmon will almost certainly be asked to form a government.

However, should the Liberals and NDP team up to defeat the Tories in a vote of confidence, Ms Carstairs could effectively be the next premier.

The recovery of steel has attracted a host of smaller service companies to the area, bringing Gary's unemployment rate down to about eight per cent - although it is still above the nation's 5 per cent average.

Many of the small entrepreneurial companies attracted to Gary are eager to use a pool of

low-cost "rehabbing" provides build a base not dependent on one industry. In the last two years, five new non-steel companies have been enticed into the area, including a Japanese car exhaust maker. But Gary's image in the rest of the country has meant a hard sell for the city fathers.

Local developers are trying to emphasise the area's positive aspects and stress that, while its streets may be grimy, Gary is only a 10-minute drive from the Indiana Dunes State Park, where rolling dunes are sandwiched incongruously between Bethlehem's Nestor plant and the Michigan City municipal power station.

"To the operations people, who deal with the bottom lines, Gary is an easy sell," comments Mr Gates. "It's in the boardroom where you can run into opposition."

In the best traditions of George F. Rabbitt, Sinclair Lewis's fictitious real estate developer, Gary's businessmen are working hard to boost the city's image and entice new, diversified business to the region.

USX had recalled some 2,000 workers it had laid off, after modernising its showpiece plant at Gary at a cost of \$300m. The Gary plant is now operating at 95 per cent of capacity - a substantial rise from the company's overall capacity utilisation rate of 47 per cent in 1983.

At the same time Gary, licking the wounds of the last steel recession, has tried to diversify and develop Gary's folksy airport

Disposable incomes in US increase by 0.6%

By Anthony Harris in Washington

THE RISE in consumer prices in the US in March squeezed both real spending and saving, according to the first estimate from the Department of Commerce published yesterday.

Disposable incomes rose by 0.6 per cent, in line with recent growth, but consumer prices, which were stable in February, rose by 0.5 per cent.

Real consumption rose only 0.3 per cent, and there was an estimated \$3.3bn fall in cash saving.

The figures also show that demand switched sharply from cars to the depressed non-durables market.

Wage increases are still lagging prices, but labour market figures show some upward drift in earnings.

Over the last four quarters settlements have offered an average increase of 2.4 per cent in wages in the first year of a new contract, up from 1.2 per cent a year ago, and 2.2 per cent over the life of a contract (just under three years), up from 1.8 per cent.

No-wage benefits are growing more strongly; the index for total compensation is 4.1 per cent up on the last year.

BRITAIN'S LEADING COMPANIES TAKE ON A NEW IMAGE

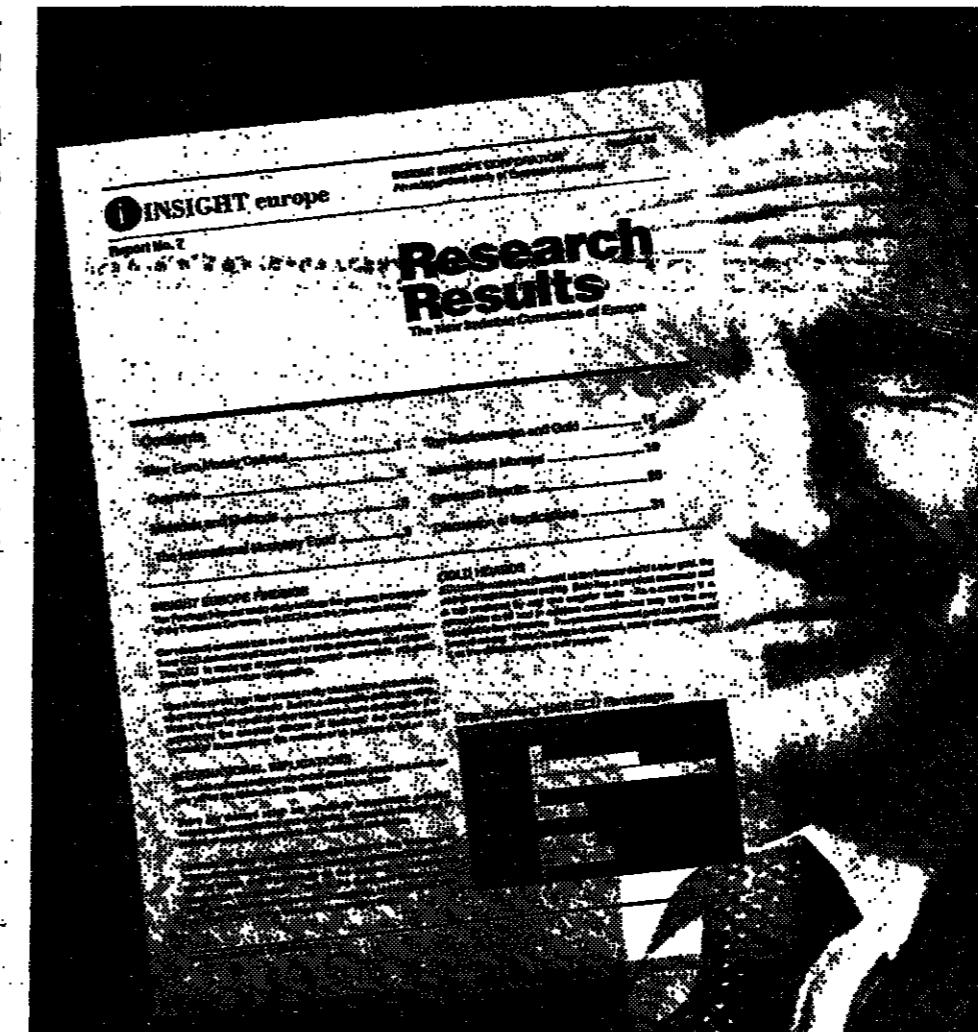
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text flow, spot colour, automatic text flow-around graphics and Image Control for retouching scanned images as well as all the text manipulation and editing functions you've come to expect from Aldus. And, when you are completely satisfied with your work, you can print it out to a laser printer or a phototypesetting machine for a truly professional result - immediately.

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ALDUS

OVERSEAS NEWS

Rabin blames Syria for infiltration

By Andrew Whitley in Jerusalem

PALESTINIAN gunmen succeeded in penetrating Israel's northern border defences for the second consecutive day, as Defence Minister Yitzhak Rabin blamed Syria for the recent surge in cross-border attacks.

The recent reconciliation between Syria and the Palestine Liberation Organisation will lead to support for an escalation of the uprising in the Israeli-occupied territories, Palestinian officials said in Damascus on Tuesday.

According to preliminary reports, two heavily armed gunmen were intercepted and killed yesterday by an army unit about a mile and a half inside Israel, a finger of land surrounded by Syrian territory. Their deaths brought to five the number of border raiders killed in just over 24 hours.

An Israeli battalion commander, a lieutenant-colonel, and his two ranking soldiers to be killed in combat since the end of the Lebanon War, in 1985, was one of two Israeli fatalities on Tuesday. But, yesterday, the only Israeli casualty reported was a civilian whose truck was attacked as he drove along a border road, in the Har Dov region of the Israeli-annexed Golan Heights.

In a speech to a visiting US delegation, Mr Rabin said that the three groups who had recently tried to infiltrate into Israel were "linked to a pro-Syrian terrorist organisation which enjoys Syrian freedom of manoeuvre". He also emphasised the same point in an interview with Israel Television.

Hundreds of Israeli settlers living in border kibbutzim - rural collectives - were ordered to take refuge in bomb shelters, as a large-scale search of the hilly, heavily wooded district got underway. That the latest infiltrators were part of the same group involved in Tuesday's clash led to suspicions that others may have escaped.

In a separate incident, in the West Bank a 15-year-old Palestinian girl died yesterday after being shot in the head by troops during a demonstration the previous day in her village, Kfar Aza, near Nablus.

Delhi grants tax concessions for investment

By K.K. Sharma in New Delhi

THE INDIAN Government yesterday announced a number of tax concessions and incentives for fresh investment in "high priority" industries, thus bowing to business pressure that has been building up since the budget was on February 29.

The main incentive announced by Mr N.D. Tiwari, Minister of Finance, while moving the Finance Bill for consideration by the lower house of parliament is reintroduction of what is known as the "investment allowance" for certain industries in which the Government feels expansion of production capacity is necessary. The list of such industries is to be announced later.

The allowance, which permits exemption from income tax for part of certain expenditure on fresh industrial investments, was withdrawn a few years ago and replaced by a scheme under which companies could make deposits with the government-owned Industrial Development Bank of India.

This made the government-run financial institution responsible for investing the funds and industrialists have been demanding to be free to reinvest them in their own production capacities.

Mr Tiwari also announced a series of export and customs concessions that will cost the exchequer Rs 500m.

The Finance Minister has also exempted from income tax the foreign exchange earnings of hotels and tour operators provided part are reinvested in tourism promotion and creation of tourist facilities.

Curfew lifted on Amritsar

POLICE lifted the curfew in the Sikh holy city of Amritsar yesterday nine-and-a-half hours after it was imposed to head off violence during the funeral of a Hindu militant killed by Sikhs separatists. Reuter reports from New Delhi.

The Press Trust of India said the curfew was lifted at 5.30 pm by police who had imposed it out of fear of reprisals by the Shiv Sena (God's Army) after one of its members was killed on Tuesday.

The Shiv Sena had called for a city-wide strike yesterday which some shops observed.

Extremists fighting for a separate state killed eight people in scattered violence across the north Indian state of Punjab yesterday. More than 730 people have been killed in extremist violence so far this year compared with 1,200 for the whole of 1987.

Maggie Ford reports on an election which lays the basis for democratic change within a two party system

Seoul surrenders a share of its political power

ONE year ago, visitors wishing to see Mr Kim Dae Jung, the South Korean politician, had to penetrate rows of riot police surrounding his home. Only foreign journalists were allowed to meet the opposition leader while he was under house arrest and all other communications, except those on his bugged telephone, were banned.

Yesterday, the same man became the leader of the largest opposition party in a national assembly where the ruling party has lost its majority for the first time. The man widely blamed for the failure of the opposition to win the presidential election last December has risen again from the ashes, his support intact.

Mr Kim Dae Jung is not the only South Korean politician who can look forward to a new future under the promise of a new democratic climate. For the new National Assembly will also contain two other Kims long associated with Korean politics.

Mr Kim Young Sam, leader of the Reunification Democratic Party, was himself elected, although his party was reduced to second place in the opposition strength. Mr Kim Jong Pil, prime minister under the military regime of the late president Park Chung Hee, assassinated in 1979, was also elected along with a number of his colleagues and will lead the third largest opposition party.



Left to right, the three Kims: Kim Dae Jung, leader of the largest opposition party, Kim Young Sam and Kim Jong Pil.

The election result represents a stunning blow to the ruling Democratic Party, which is now faced with a key challenge: to allow the National Assembly to function as a true legislative body for the first time. If the Government wishes, it could be seen as democratic if it is different to see how it can manage the challenge.

For years, South Korea's rulers have made a pretence of having democratic institutions, including a parliament, a functioning legal system and a free press. But the institutions have functioned in name only. National Assembly

members, including many in the ruling party, have had no power to debate, change, or defeat government legislation.

Bills have been passed by rubber stamp or by expedient such as locking out the opposition in the middle of the night. Most party members have been appointed by party leaders in return for favours or donations and have little serious political experience, because real politics have not been allowed.

Tuesday's election result is expected to change the system in a number of ways. First, the

removal of the Government's majority will force the parties, especially the ruling DPP, to negotiate with the opposition over key legislation to avoid public defeat on key bills.

Second, the presence of the three Kims, plus a large number of new younger politicians of all parties, will substantially raise the level of debate and the status of the parliament, making it very difficult for the Government to ignore them.

Third, under the new constitution passed last year after mass

street demonstrations pushing for democratic change, the National Assembly is equipped with investigative powers and cannot be dissolved by the president.

President Roh yesterday reacted to the ruling party's failure with disappointment, but signalled his willingness to accept the result. If could, he said, expedite the process of political maturity. "Willingness to engage in dialogue and negotiation has become even more important if the administration and the ruling party are to carry out their policies smoothly, even without having become a stable force in the assembly," he said.

The election result itself may mark the first step on the road by the ruling party towards a sincere commitment to change. Few people in South Korea believed on Monday that the DPP would allow themselves to lose control of the assembly and allegations of manipulation in the election were widely aired, as they were in the presidential election last December.

The good result for Mr Kim Young Sam's party derives from regional backing and support from the older generation, but also points to the respect Mr Kim commands as both a power broker and as a liberal within a previous authoritarian regime. His party has not established a clear conservative democratic policy.

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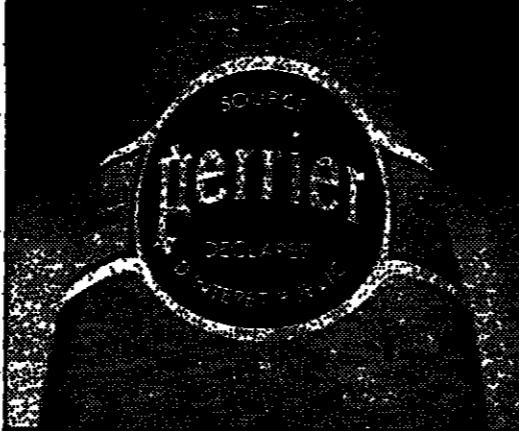
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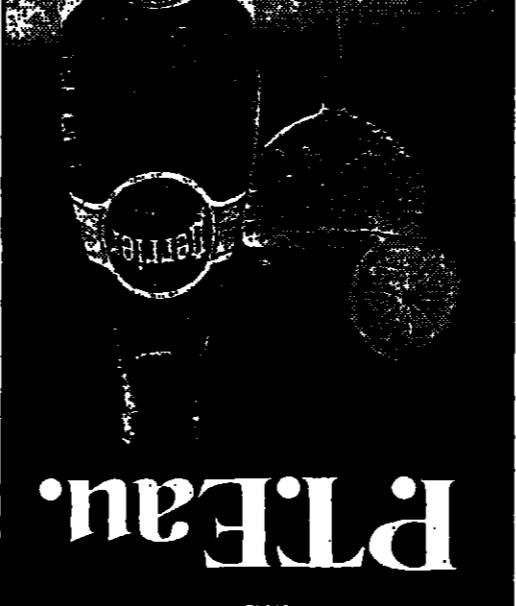
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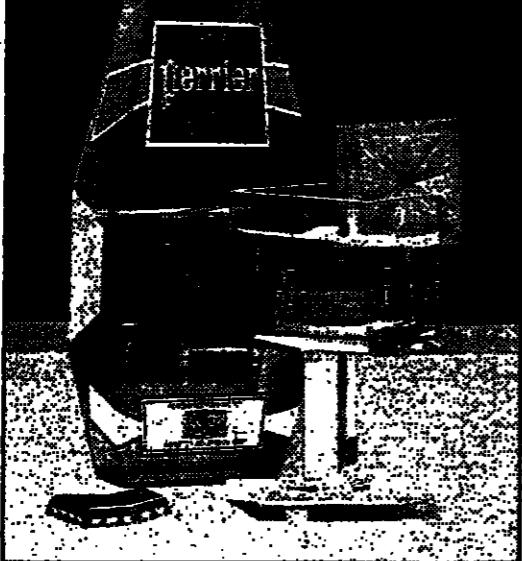
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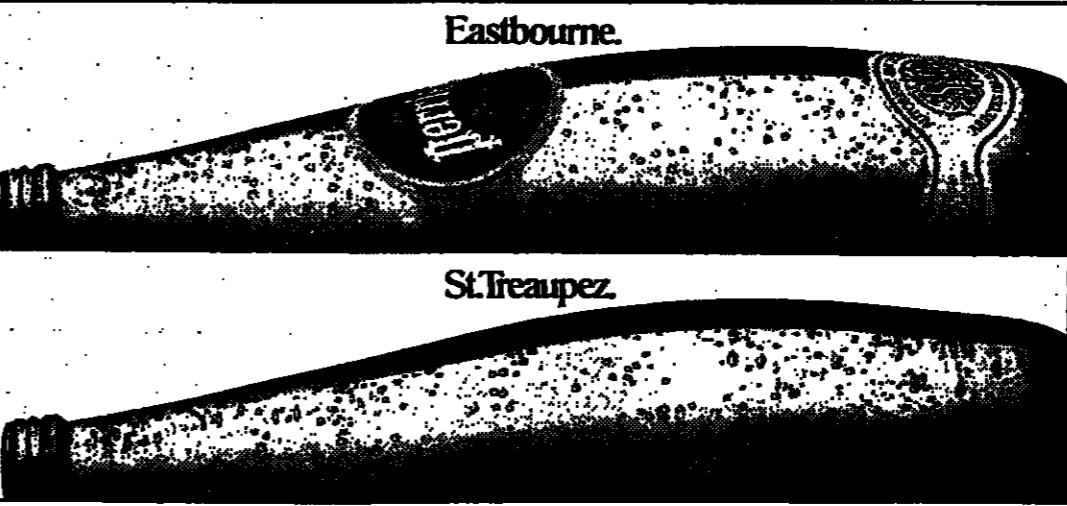
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leaving us only to ask ourselves where Perrier's popularity has come from. The water? Or the eau?

WORLD TRADE NEWS

SAINT-GOBAIN
DIVIDEND INCREASES BY 31%

At its meeting on 21st April, the Board of Directors of the Compagnie De Saint-Gobain was informed of the financial accounts of the group in 1987 and decided to convene the shareholders in a general meeting on 23rd June 1988 at the Auditorium of the Palais De Congres at 3:00pm.

The accounts of the Compagnie De Saint-Gobain (holding company) show net income of FF 558 million. Taking into account the amount carried forward and the allotment to reserves of FF 43 million, distributable income is FF 569 million. The Board of Directors will propose to the General Meeting a distribution of FF 454 million and a carry-forward of FF 525 million. This proposed distribution corresponds to a dividend of FF 10.50, which becomes FF 15.75 with the addition of the tax credit for each of the 44,155,822 shares and Certificats D'Investissement comprising the share capital. The global income in 1987 was FF 12 for each of the 43,836,280 issued shares. The increase is therefore 31%.

The principal definitive consolidated figures for the group may be summarised as follows:

	1987	1986	% Variation
Sales	78,857	76,857	+1.5%
Operating Income	6,174	5,874	+5%
Net Income Before Minority Interests	3,891	3,691	+5%
Net Income After Minority Interests	2,772	2,772	+91%
Resources from operations	6,855	6,855	+28%
Total Investments	6,337	6,337	+35%
Shareholder's Equity	18,949	18,949	+13%
Net indebtedness	8,884	8,884	-28%
Income per share (in FF)	57.35	57.35	+61%

The contribution of the industrial divisions to sales is 67% and that of the contracting and services activity is 33%. The sales of the industrial divisions may be broken down as follows: France 29%, exports from France 14%, other European countries 35%, North and South America 22%. In terms of comparable structures, the sales of the industrial divisions increased by 4% in Europe, but the effect of this increase was cancelled by the conversion into French Francs of sales earned in North and South America.

Net income before minority interests is derived almost totally from the industrial divisions. It is calculated after having taken into account FF 3,457 million in depreciation, FF 841 million in provisions, FF 985 million in non-operating expenses, FF 1,225 million in financial charges, FF 2,077 million in taxes. It includes FF 455 million in income on sales of assets.

Group net income after minority interests is calculated, as in previous years, before the remuneration of non-voting participating shares (FF 249 million). It is derived entirely from the industrial divisions, since the contracting and services activity again reported a loss (FF 149 million).

93% of resources from operations are generated by the industrial divisions, and 7% by the contracting and services activity. One third of these resources is generated in France, another third in other European countries, and a third in North and South America.

Investments may be divided into capital expenditure on plant and equipment (FF 4,253 million, +11%) and equity investments: FF 2,084 million of which FF 1,334 million correspond to the extension of the industrial divisions of the group.

1987 was therefore a good year for Saint-Gobain. Its performance permits it to be compared favourably to companies having similar activities in the world.

The current estimations, confirmed by the results of the first quarter, should lead to an improvement in income in 1988.

INVESTOR RELATIONS DEPARTMENT
COMPAGNIE DE SAINT GOBAIN

THE
POWER
GAME

(Will NEI survive in its battle with GEC for power industry orders?)

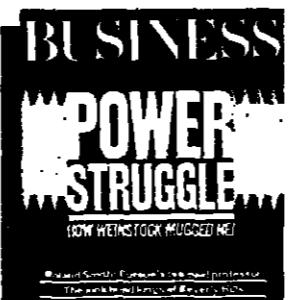
In this month's BUSINESS Magazine we look at the power struggle in the power industry.

Will little known NEI survive its battle with GEC to win orders from the CECB?

Or will there be a major meltdown in the industry?

Also in this issue our investigative writers explain how Drexel Burnham's Mike Milken changed the world, unravel Kuwait's billion dollar investment spree, ask if America's hottest industry is all he's Trumped up to be, and look at Professor Roland Smith's climb to the top.

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William Dawkins on how the Community asserts its right to dismantle state monopolies

EC acts to liberalise telecommunications

Terminal Equipment Regulatory Supply Conditions									
First Telephone Set	Mobile Telephones	Radio Pages	Modems	Telex	Teletex	Fax	Facsimile	Terminals	Terminals
W. Germany									
France									
Italy									
Netherlands									
Belgium									
Luxembourg									
Ireland									
Denmark									
Greece									
Spain									
Portugal									
Source: European Community estimates									
Network Operator		Network Supply		Private Supply		None			

conditions for a single EC-wide telecommunications system. That ranges from setting common standards for equipment such as mobile telephones or for the broad-band communications networks of the future, to breaking down PTTs' monopolies over the provision of equipment, as in this case, and services.

Now it appears to the broad sense of the directive, or to the urgency of the need to allow European companies to compete freely across borders for a market that is growing at around 7 per cent annually. Consumers are pressing hard to be allowed free choice over the equipment they buy. Meanwhile, an increasing number of big international link-ups like the acquisition of ITT's European telecommunications assets by Alcatel, or France's takeover of CGCT of France by Ericsson of Sweden or the merger of the telecommunications businesses of GEC and Plessey is already conspiring to break down the national preserves held by European PTTs.

It is also the first practical proposal to come from the Commission's overall plan for liberalising the sector, laid out in its telecommunications green paper published last June. The broad strategy of the paper is to set the conditions for a single EC-wide telecommunications system that would benefit from this directive just as much as their EC competitors and some more.

But the three big member states, Britain, France and West Germany, fear the Commission's chosen method of delivering this proposal could set an undesirable precedent. Some see it as the last attempt by the Commission to impose its will in a way that would be more effective than pushing the competition rules of the Rome Treaty. "We all accept that the directive is a good one," says one diplomat.

Brussels, by contrast, thinks this would be a most desirable precedent and plans to repeat it before the end of the year with a directive, based on the same treaty article, to boost free competition in telecommunications services, a market worth \$200 billion and three times the size of terminal equipment as covered by today's directive.

The Commission adds that its only alternative would have been to take case-by-case legal action to liberalise telecommunications equipment.

against telecommunications equipment monopolies, which would have been untrue in such a fast moving industry. "The message that we are trying to get over is that the operators is that we mean business," responds a Commission official.

The doubting three do have the option to challenge the Commission's legal strategy in the European Court of Justice, though this would be hard to justify given the high profile of the EC's proposal.

The EC's legal strategy is to allow PTTs to refuse connection when a piece of terminal equipment does not fit with the technical specifications used by the local network. This was introduced at French insistence following consultation with national operators.

If any EC governments do have worries over details of the proposed directive, they centre on a clause that would allow subscribers to break their equipment buying contracts with PTTs after giving a year's notice. West Germany and Italy fear this could leave their PTTs burdened with piles of unwanted telephones and want more time so that they can fully amortise subscribers' equipment first. Apart from that, member states feel they have no option but to welcome the general strategy, even if the Commission's style risks them up the wrong way.

Haifa underground railway plan

BY ANDREW WHITLEY IN HAIFA

Mulroney in Washington to back freer trade

By Nancy Denner in Washington

MR Brian Mulroney, the Canadian Prime Minister, was yesterday due to meet the American senators surrounding the US Trade Bill and appear before an unusual joint session of Congress to put the case for bilateral trade liberalisation.

Mr Mulroney was set to speak shortly after the Senate had scheduled its key vote on the Trade Bill. The Canada-US Free Trade Agreement, signed in January, would phase out many of the trade barriers.

The pact has aroused little passion in Washington, but Senator Robert Byrd, the majority leader, has twice issued veiled warnings to the Reagan Administration that failure of the Trade Bill could jeopardise the FTA.

The Senate Finance Committee yesterday cancelled a morning meeting in which it was due to discuss the provisions of the FTA.

A Canadian Embassy official yesterday attributed the cancellation to time constraints, because senators were busy lobbying over the Trade Bill.

The White House, however, has attempted to keep the two trade issues apart.

A senior Administration official, briefing on the Prime Minister's visit, said the Administration still planned to submit the implementing legislation for the FTA after June 1 and that the White House expected the Democratic leadership to honour its commitment to vote on the agreement during this session of Congress.

"We do not expect to see action on the omnibus Trade Bill to have any effect on these plans... I'm confident the Congress will recognise the overall benefits of the FTA and will approve the agreement," he said.

These organisations, collectively known as the ITCs, are proliferating throughout China as part of the expanding reform policy.

Mr Kuremov told a press conference that the ITCs are mainly to help raise finance abroad.

"When China first opened up in 1978, we looked only to the Bank of China (Peking's trade bank) for guarantees," said a leading London banker. "Then, the first and biggest ITC, the China International Trust and Investment Corporation (CITIC), published a balance sheet and profit and loss account.

The major ITCs of the coastal provinces such as Guangdong are becoming known internationally, and some (including Guangdong) have even issued bonds. The problem for bankers is that few of these organisations publish balance sheets, or make them available for inspection by them.

"When China first opened up in 1978, we looked only to the Bank of China (Peking's trade bank) for guarantees," said a leading London banker. "Then, the first and biggest ITC, the China International Trust and Investment Corporation (CITIC), published a balance sheet and profit and loss account.

Western bankers then began to feel they could lend on CITIC's guarantee. But now there are dozens more organisations offering this facility than we have reliable balance sheets for."

Western banks are cautiously accepting some of these new names on limited projects, but Western governments are likely to be much more careful.

"China should look at the experience of other countries like Japan and West Germany which will help their economy on the basis of strong central control and support for the financial system," said another banker.

"South Korea too meets its foreign exchange needs quickly and cheaply through a centralised system."

Chinese officials are not aware of foreign concern. They have recently set up a debt management office and the financial authorities have called for registration at a central point of foreign debt.

However, the stock responses to foreigners' queries on creditworthiness are often either that there is nothing to worry about or that the foreigners must make up their own minds.

But without adequate facts and figures, the western banks are in a quandary about how best to do so. The end result is delay in launching much-needed development projects.

Moscow plans to double Brazilian trade

BY NO DAWNEY IN RIO DE JANEIRO

THE SOVIET UNION has launched a drive to increase its trade with Brazil aimed at doubling business between the two countries and narrowing its substantial deficit with Brazil.

Moscow's initiative is to be paralleled elsewhere in Latin America, will explore joint ventures, barter and countertrade in an attempt to raise commerce from its current \$600m (322m) to more than \$1bn in the next three years.

Last year, exports from the Soviet Union, predominantly of oil and machinery, totalled \$35m whereas imports, dominated by coffee and cacao, amounted to \$20m.

He denied local reports, however, that the country had recently been prevented from purchasing Brazilian computer equipment after the intervention of CoCom, the international agency that restricts Western

high tech sales to the Communist bloc.

"We have bought about \$5m worth of computer components from Brazil, but in truth we are not as interested as the Brazilians would like in their computer business," he said.

Negotiations under way include the sale of a \$50m bottling unit to Brazil. In a smaller deal, the Soviet company, Soma Piodao Import, has launched a joint venture with the coffee trader, Cacique, and Scotch whisky bottler, Teachers and Son do Brasil to bottle Stolichnaya vodka in Rio de Janeiro state.

By shipping the vodka in drums for bottling locally, the Soviets believe they can cut retail prices by up to 20 per cent and more than double their current \$100,000 a year sales.

Rise in W European diesel car sales ends

BY JOHN GRIFFITHS

A BOOM in diesel car sales which had been virtually uninterrupted in Western Europe for 14 years was thrown into reverse in 1987.

Sales last year dropped to 1.9m units, down 1.9 per cent, despite an increase of 6.1 per cent in the region's overall new car market to a record 12.85m, according to market analysts Automotive Industry Data.

However, the setback is due almost entirely to a big diesel sales downturn in West Germany, which has been by far the largest market for such cars.

With sales continuing to set records in the UK, France and Italy, last year's downturn "is

more likely to be seen by some informed market observers as no more than a short-term setback," according to AID.

Sales in West Germany last year fell by 26.8 per cent to 567,511. This reduced the share of total West German new car sales taken by diesel to 29.4 per cent, from 39.4 per cent the previous year.

However, AID says the 1988 boom in Germany was triggered by the emission-related uncertainties with petrol cars which prompted a "mad dash" into diesels.

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NOW WE'RE STRIDING EVEN FURTHER AHEAD.



At the Annual General Meeting on the 27th April, Abbey National's Chairman, Sir Campbell Adamson, made the following comments:

"In 1987, Abbey National faced increasingly aggressive competition from all quarters. Yet we have had our best year ever.

This was achieved by improving the quality and broadening the range of our customer service, whilst remaining extremely competitive in the savings and mortgage markets.

Record growth.

Assets rose to £26,411 million and reserves rose to £1,133 million, thus providing even more security for our members.

And our diversification has been so successful, we have made a record pre-tax profit of £353 million.

Innovation and expansion.

Research has shown that people like to do business with us and want to do so on a broader basis. So in 1987 the Society increased the scope of its activities whilst applying the same principles that have made us so popular in our traditional markets.

The high interest Sterling Asset investment account, launched last year, has so far attracted over £5,000 million. And we opened many more Abbeylink machines, bringing the total to over 300, with access to 900 more machines through the Link network.

We have consolidated our commitment to the home buying market by the formation of the Cornerstone estate agency chain. To date, we have acquired over 130 offices across the country. We also established the subsidiary

Abbey National Homes Ltd and have started an exciting programme of new home construction.

On the broader financial front, we are now offering a range of life insurance products marketed by Abbey National and underwritten by Friends Provident. In addition, Abbey National Financial Services has been formed so that we can offer independent advice on a range of financial planning matters.

Our expansion hasn't stopped with this country. With the formation of Abbey National (Overseas) Limited, we are for the first time offering a service to British expatriates. And as part of our European strategy we have concentrated on the very promising Spanish housing market, both for Spanish Nationals and British home buyers.

Finally, March of this year saw the highly

successful launch of both our Current Account and our High Interest Cheque Account.

Future plans.

1987 was a year of great progress for Abbey National. So that we can continue to provide the service our members want, the board has recommended that the Society seeks plc status and we will put full proposals to our members in due course.

We are confident that our policy of continued innovation will make 1988 an even more successful year."



**ABBEY
NATIONAL**

TECHNOLOGY

Tandy teaches CDs both to read and write

The company claims to have developed the world's first erasable compact disc. Louise Kehoe reports

TANDY Corporation, the US electronics group, took analysts, competitors and even some of its own senior executives by surprise last week with the announcement of what appears to be a major breakthrough in optical digital recording technology. The company announced that it has developed an erasable compact disc.

Tandy says it has developed a system that will share the high quality sound advantages of compact discs, and the high density data recording capabilities of their computer cousins, Compact Disc Read Only Memories (CD-ROMs). In addition, Tandy says its innovation will be capable of recording, erasing and re-recording hundreds of thousands of times over.

Reactions to Tandy's announcement have been mixed. While many greeted the news with excitement, some experts remain sceptical, in part because Tandy said that it will be 18 months to two years before the first commercial products based on its new technology come to the market.

With its announcement, Tandy is claiming a world first. The company, not known as a technology leader, appears to have beaten such giants of recording technology as Eastman Kodak, Philips, Sony and Thomson CSF, as well as several other major companies that have been

attempting to find a way to make re-usable optical recording systems.

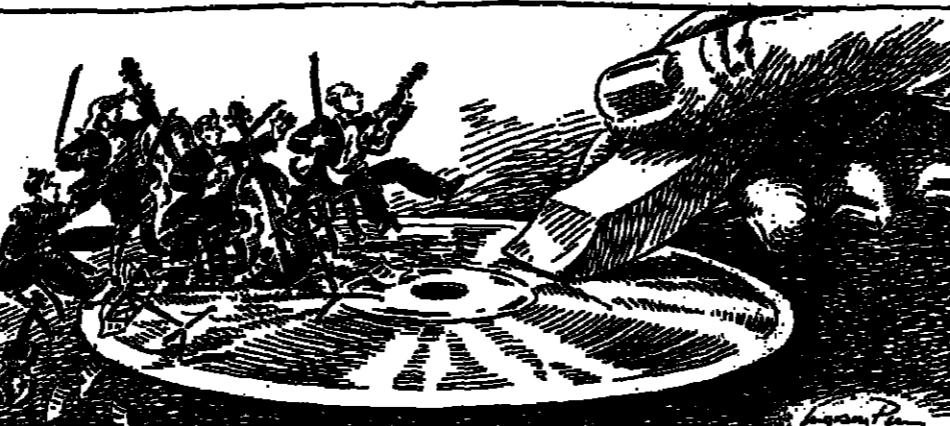
Tandy says that its "Thor CD" technology was developed entirely in-house at the company's Silicon Valley research centre. The research project was considered so significant that it was kept a secret, even from most of the company's own executives, says Mike Grubb, Thor CD technology director.

The Thor CD has the potential to pay off with "tens of millions of dollars, or even hundreds of millions of dollars in profits and royalties," says Tandy chairman, John Roach. He reports that Tandy is "actively working with key electronics innovators around the world to license this technology for use in hardware systems and for the development of media products."

Tandy declines to identify its potential partners but says it plans to manufacture Thor CD recorders as well as license them to others to do so.

The company says it will be 18 months to two years before audio compact discs are available. But it forecasts a price of "under \$50" for a recorder and says that discs will cost only slightly more than the current \$10 price of blank compact discs.

Nevertheless, several important questions about Thor CD remain unanswered. Although



it has been demonstrated that the

Tandy demonstrated a prototype

of the recording system at a press

conference in New York, company

officials declined to provide

details of how the system works

and Tandy has yet, according to

optical recording technology

experts, to prove the longevity of

Thor CD recordings.

Sceptics believe that Tandy's

apparent technology break-

through is still in the very early

stages of development and sug-

gest that the company may still

have significant technical chal-

lenges to overcome.

Experts speculate that the

Thor CD discs, which are blue on

one side, use a film of "dye poly-

mer" material as a recording

medium. Like regular compact

disc technology, the Thor CD sys-

tem uses a laser beam to detect

microscopic "pits or bumps" and

read data from the surface of the

disc. Unlike "read only" discs,

however, the material coating the

Tandy discs is said to be erasable.

Several companies have been

working on developing an erasable

dye polymer medium," says

Bob Katrice of Disk/Trend, a

market research group specialis-

ing in the data recording indus-

try. Such systems record data

using short, high energy laser

pulses that form pits and change

the reflectivity of the surface of

the material, Katrice explains.

"While Tandy can pull it off, then

there are very significant impli-

cations in both the audio and

data recording needs," Kevin pre-

dicts. For audiophiles, the prospect

of being able to make high-quality

digital recordings on compact

disks is very exciting. CDs are far

more rugged and potentially

cheaper than alternative tape

media such as Digital Audio Tape

(DAT). Like DAT, however,

erasable compact discs seem

certain to raise the ire of the

recording industry which fears

mass piracy of its products.

Computer data storage systems

based upon Tandy's Thor CD

technology, which should become

available about a year after the

audio system's debut, according to

the company, also promise a

revolutionary change in the cost

and availability of mass data

storage systems.

Compact discs, including the

erasable ones announced by

Tandy, are capable of storing up

to 650 Megabytes (550m characters)

of data on one low-cost

removable disc. This is more

than 10 times the data storage

capacity of most of the "hard

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Whereas currently available

CD-ROMs can be used only as

electronic storage systems for

data that does not need to be

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bilities as well as the ability to

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Yet another future application

of Thor CD could be as a replace-

ment for today's video tape

recorders. Digital video recording

techniques for compact discs

under development by General

Electric of the US, and separately

by Phillips and Sony, "would be

complementary to the Thor CD

laser light that heats the material so that it flows back into its original flat form, he adds.

Issues that Tandy has yet to address, according to Katrice, include the stability of the material over a long period, and how many times the disc can be used before the surface is degraded by bumps and ridges left over from previous recordings.

"While Tandy may be the first company publicly to announce the development of an erasable compact disc, I doubt that it will be the first to market," says Katrice. He views last week's announcement as a "pre-emptive strike" aimed at stealing the thunder of competitors.

None the less, Tandy's announcement has aroused enormous excitement in the consumer electronics and computer industries. "It may be one of the most important storage technology announcements of our era," says Phil Bevin, an industry analyst at Dataquest, the US market research company.

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Morgan Grenfell settles its back-office strategy

BY ALAN CANN

LAST YEAR was not without its troubles for Morgan Grenfell Group. The UK merchant bank was beset with management changes, takeover rumours, a 27 per cent fall in pre-tax profits and the continued runnings of the Guinness affair.

One area which did go very much to plan, however, was the technological development of the securities side of the business. Here the company has been quietly building an equities settlement system which experts believe is now a serious contender in the "battle of the back offices" raging in the City.

Ken Holcombe, settlement director at Morgan Grenfell Securities, says of the system: "Everything you would like it to be, it is." An appealing thought for firms struggling to come to terms with the technological consequences of deregulation.

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MANAGEMENT: Marketing and Advertising

IT WASN'T that we had a bad image. We didn't have any image," says Bryan Hatter, deputy managing director of Saab Great Britain.

That was just four years ago. Now Saab's cars are parked up-market among the Mercedes and the BMWs; and the way in which Saab moved into that niche in the UK has helped to promote today's international perception of the Swedish cars-to-aircraft group as a model for the future of the automotive industry.

Back in 1984, Saab GB took a long, hard look at itself as it prepared to launch the 9000 model, a high performance, executive car. "We asked ourselves whether we were capable of marketing effectively at such a level," says Hatter. The short answer was no.

Most of the kudos won with the introduction of the Saab 9000 turbo in 1985 had been dissipated in the recession.

Market research by the Sussex firm of Mason Shakopee showed that the tiny minority of Saab drivers thought very highly of the marque. But at least as many British motorists found it "boring", "dull", "quirky" and "old-fashioned"; and the great majority were unaware of it.

Research also suggested that Saab's dealer network set up to deal with low volume, inexpensive cars, fell short of standards associated with an exclusive car.

Saab produced a video to administer a little shock treatment to its dealers and prepare them for the changes that were clearly necessary if the company were to achieve its ambitions. The theme tune was "Only the lonely..." and its sting-in-the-tail message, "A Saab is not sold, it is discovered."

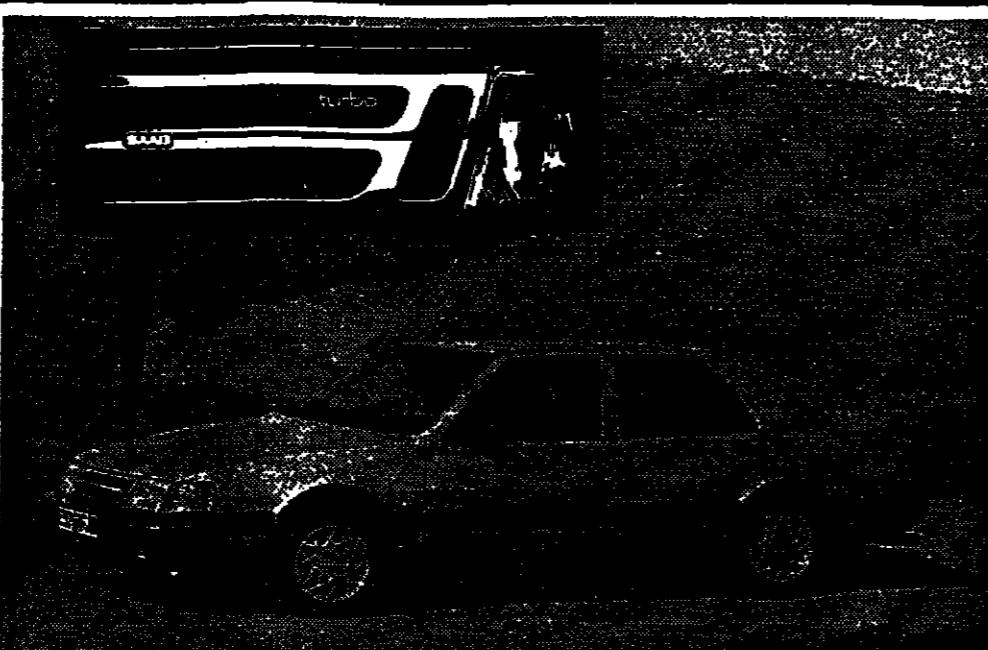
Work then began on upgrading and rationalising the network of 155 dealers, many of whom had been with Saab since it introduced its first two-stroke car in the early 1960s. Since 1984, some £17m has been invested in improving dealer facilities. The number of dealers has been reduced to 125, but they are spread more evenly across the country.

Saab, with help from such bodies as the Institute of Marketing, ran special training courses to give the dealers more management and marketing know-how as well as technical, service and sales skills.

"We had to convince the dealers that we had the product range that would give them a good return," says Hatter.

The next crucial task was to demonstrate that Saab could market its new range by raising the awareness and appeal of its marque.

A score of advertising agencies was invited to compete for the account. Stuart Bull, director responsible for new business and



The association of cars with aircraft has helped Saab position the 9000 in the more exclusive end of the market

How Saab found more fans among the jet set

Philip Rawstorne explains how the Swedish group's marketing concept helped move its cars up-market

planning at KMP Humphreys Bull & Barker (KHB), won with a pitch of which all Saab GB's advertising has since been based.

"He showed us what had been staring us in the face," says Hatter. "He identified us as the only car made by an aircraft manufacturer."

Back in 1984 not many people in Britain knew of that association. But, as Bull showed, it was a link that evoked powerful, appealing images. He conducted vox pop interviews on the streets. "What would you imagine a car made by an aircraft company would be like?" he asked.

The responses sounded as though the advertising copywriters were already at work. People expected it to be "technically advanced... fairly sporty... aerodynamically designed... reliable... safe... powerful... and to have 'sophisticated instruments... good handling... quality."

Saab GB was enthusiastic; eager to put these emotional images of the car-aircraft, the driver-pilot, on to British television screens. Saab-Scania, the Swedish parent, was more sceptical and cautious. Sweden does not have commercial television;

and the board took some persuading that a TV advertising campaign would be cost-effective.

The new advertising, in fact, started in the specialist motoring magazine, but the first TV commercial, featuring a Saab fighter taking off over a Saab car, and filmed by Tony Scott, who later was to direct *Top Gun* for Hollywood, was finally screened early in 1985. It ran for 1min 50secs. The only words spoken were: "From 7½ million to 7½ thousand... Saab. Nothing on earth comes close."

The first results showed up, unexpectedly, not in demand for new Saabs but in a sharp rise in sales and prices of Saabs in the used-car market. But it was not long before sales of new cars also began to rise.

A second TV commercial was brought out in 1986. In this, a Saab 900 races through a bleak slate quarry and then apparently turns into an aircraft shooting skywards. It was filmed by Richard Longrane, who has since directed *The Missionary* for the cinema.

This weekend, a third commercial – again filmed by a director, Martin Campbell, whose first cin-

ema feature, *Criminal Law*, is due for release – will launch on TV the Saab 9000 CD model, the most luxurious yet.

Channel 4 news viewers have already had a preview. Saab allowed it to be shown earlier this year after the proposed merger between British Aerospace and Rover focused attention on the Swedish group. It was shot in Wiltshire in Barnes Wallis's old aircraft hangar, with regiments of the Parachute Regiment appearing marching in black uniforms brightening the atmosphere for the uncovering of the secret – "there are two new Saabs."

Spending on the advertising campaign has been relatively modest. Saab GB's budget has increased from £1.85m for the 1985 launch, to £2.7m in 1987, and around £4.2m this year. Hatter claims there is a lot to show for it. Turnover increased from £56m in 1985 to £115m last year. Despite Saab's limited production, the number of cars sold has risen from 8,375 to 10,441 over the same period, with sales of 11,500 confidently predicted this year.

More important than the mere

rise in numbers is the change in the types of car being sold. In 1983 only 25 per cent were turbos or injection. Now that figure is 56 per cent. The average retail value has almost doubled to £13,925.

Hatter says that though Saab's share of the total British market is still less than 1 per cent, it now takes 4.5 per cent of the up-market, £15,000 - £25,000 segments; and its growth is ahead of the market's as it fills the gaps in its product range.

Saab's dealer franchises – still short of both new and used models – are now the third most profitable after those of Mercedes and BMW, which they now see as their main competitors.

The television advertising continues to concentrate on the marque, the brand image. "There was very little change in Saab's cars between 1985 and 1987," says KHB's account director, Nigel Fordham, "but our research showed that over that period there was a 15 per cent increase in the number of people who thought the cars matched their requirements. The advertising had obviously helped persuade them that Saab was their type of car."

He is also investigating other methods of promoting Saab in the market-place. "For the past three years," he says, "we have been testing various direct marketing concepts. We believe that we must begin to talk directly to the customer. We have a prospective database of some 250,000 people, mainly business executives."

But KHB's advertising is in which the agency's senior executives, chairman Richard Humphreys, creative director and long-time Saab driver, David Barker, and Stuart Bull continue to take an active interest – is now becoming the model for Saab's advertising worldwide, as the public's spontaneous recall of its image remains high.

It is the lack of such consistency in Saab's advertising in the United States that has just prompted the company to remove its \$30m (£15m) account there from Ally Gargano/MCA Advertising – the former head of which, Carl Ally, is now Saab's advertising guru – is not that its advertising failed to create sales but that it failed to find a memorable theme.

The British agency's second television commercial was adapted for some overseas markets; the third has been made with several others in mind. It seems certain that, increasingly, KHB's ideas will be put to work in such potential growth areas as West Germany, Australia and Canada.

Direct marketing

Technology opens the door

Philip Rawstorne reports from the 20th symposium in Montreux

THE DAY OF the direct marketer has arrived, Jonah Gittis, president of the Direct Marketing Association of the United States, told the industry's 20th annual international symposium being held in Montreux, Switzerland, yesterday.

New technology was spreading rapidly, opening more lines of communication to consumers; data processing was getting cheaper; and markets were becoming more segmented.

"We are in an era that is made for the direct marketer," Gittis declared.

Technology was shaping the future of the marketing industry in the US and, in varying degrees, in the rest of the developed world.

In the US there were now 44m households with video recorders; 41m homes were wired for cable television; 5m homes had personal computers, and the PC market was growing by 30 per cent a year.

"Modern technology has become as much a consumer imperative as electric lights, a telephone and a radio were in years past," Gittis said. And it was being used increasingly for direct marketing.

Shopping, QVC, and CNN, the three largest 24-hour cable TV home shopping channels had a total turnover last year of \$1.5bn.

Retailer J C Penney had launched a new TV shopping service in Chicago in which customers' phones were linked to a computer for push-button orders. IBM and Sears were introducing a shopping and information service through home computers.

Video catalogues were increasing; and video tapes were used last year to sell, among other things, property worth \$38m.

"There are today more than 500 companies in America involved in electronic marketing," Gittis said.

Changes in US society – often setting a pattern for western Europe – were also moving in favour of the direct marketer.

By the year 2,000, he predicted, 20 per cent of US households would routinely acquire products which only half that number could afford now.

As the markets for premium products grew, channels of distribution would shift. "Many marketers believe that out of this upgrading process will arise a super-premium market that will

be served almost wholly through direct marketing channels. The mass consumption society of the past 20 years is giving way to the specialised consumption society of the next 20."

Hal "Cap" Adams, chairman and chief executive of the US advertising agency, Leo Burnett, agreed: "Gone are the days when a limited choice of products advertised in the mass media satisfied the great majority of consumers."

Markets were now becoming much more fragmented. The post-war generation of "Baby Boomers" had split into many sub-groups. "Blue Collar" skilled workers who held the traditional values of their parents, were changing as rapidly as the industries that employed them. There

was now a "New Collar" group – people of the same age and income but with a better education and radically different values.

The "Yuppies" had been surpassed as marketing's main target group by the "Grumpies" – grown up mature people.

Cutting across these groups were yet others – the "Dinks" – one-income, no-kids families, whose wants and spending power were much different from those of the "Dinks", dual income, no kids families.

"These divergent groups," said Adams, "require highly targeted and relevant advertising."

In the US last year, 10,000 new products were introduced, many of them aimed at narrow consumer segments. Though direct

marketing would not replace general advertising, he said, it would inevitably become a more important part of the marketing mix.

Advertising agencies would increasingly run integrated campaigns in which advertising, sales promotion, and direct marketing would play mutually supporting roles.

"With the data base that direct marketing creates, an advertiser can isolate his prime prospects, better understand them, and communicate more specifically with the advantage of a dialogue.

"As a result, he can achieve greater trial rates, build brand loyalty, more accurately measure results, and better improve his product."

These key note speeches from the US added to the buoyant atmosphere among the 3,000 marketers from 37 countries attending the symposium. Marketers in every field, from financial services to political fund raising, reported a growing acceptance of direct marketing for so long the poor relation of advertising, and success for its methods.

In the European Community, attention is eagerly being focused on the prospects of a unified market in 1992.

More marketing money would be necessary in the financial sector as increased competition forced all players to become more aggressive and innovative in the use of marketing techniques, said Philippe Paillart, Vice-President of Citibank in West Germany. But 1992 would be "a bank marketer's dream" he said.

The XJ-S V12 Coupe has the potency to bring a distant blur into sharp focus.

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UK NEWS

Thatcher averts Tory revolt with benefits retreat

BY PETER RIDDELL, POLITICAL EDITOR

THE CONSERVATIVE Government yesterday bowed to pressure from its own backbench MPs and announced concessions worth £100m to alleviate immediate problems created by this month's changes in the housing benefit system.

The adjustments sufficed to take the steam out of a threatened large-scale revolt in the House of Commons last night by Tories, including normally loyal MPs. At the end of the debate only a handful abstained and the Government had majorities of 96 and 97.

Some Tory members, however, warned of the need for further action. They said that the Government had done just enough for the time being but that they expected more concessions following this autumn's public spending review.

Yesterday's announcement by Mr John Moore, the Social Services Secretary, represents a change by the Government in positions recently defended by Mrs Margaret Thatcher, the Prime Minister. This follows an avalanche of letters to MPs and complaints at constituency surgeries.

The main changes are that the level of capital and savings above which entitlement to housing benefit will be lost is to be raised to £3,000 from £2,000, and that there will be provision of transitional help for claimants with

benefit reductions of more than £2.50 a week. This will affect mainly disabled people, pensioners, families with children and single parents.

Mr Neil Kinnock, the opposition Labour Party leader, claimed his party had forced the Government to make concessions they had not wanted, but argued that the changes had "still only softened the blow for about one in 15 of the people that they've robbed with their changes. People on pathetically low incomes will still bear huge losses."

The whole episode has been embarrassing for the Government following a series of Tory backbench revolts over the past fortnight. There have been reports of angry recriminations among senior ministers with Mrs Thatcher demanding to know why there had been problems with the new benefit system.

But some senior Tories claimed last night that there might be beneficial side-effects if Mrs Thatcher and her advisers now paid more attention to backbench concerns.

After a number of criticised Commons performances, Mr Moore made a robust speech. He said the reformed system of social security would remain intact, while arguing that it was right for the Government to act "promptly and decisively" to deal with problems where the changes had been too abrupt.

BBC TV expands daily business news coverage

BY RAYMOND SNOODY

THE BBC is planning to introduce comprehensive daily television coverage of business and finance as part of an expansion of news and current affairs. It involves an additional injection of £54m over the next five years.

Mr Tony Hall, editor of BBC television news and current affairs, said yesterday that specialist reporters would begin in January providing a nightly report for *Newsnight*, the late night current affairs programme, on the main financial stories from London and New York.

Alan Cane examines worries in the financial services industry over its readiness for tomorrow's deadline

Firms face difficulty adapting computers for A-Day

FINANCIAL services companies are having severe problems in ensuring their accounting and information systems will comply with new regulations, demanded by the Financial Services Act, which come into force tomorrow - so-called A-Day.

This means that from next week firms dealing in all forms of financial services - including securities, unit trusts and insurance - face a difficult period while they complete the largely computer-based systems.

Those which fail to develop adequate methods face being banned from trading when regulatory officials begin their

inspections later in the year.

In addition, the industry faces further problems with some small companies which are finding it difficult to raise enough cash to ensure they have adequate capital under the terms of the act.

Senior managers at a number of firms yesterday condemned the timescale for introducing the new systems, without which they cannot secure interim approval to carry on trading from their self-regulatory organisations, such as the Securities Association (TSA).

From tomorrow, it will be a

criminal offence for a company to trade in financial services without such approval.

Commenting on the timescale for the system changes, one senior executive said: "The way this system has been introduced is nothing less than a disgrace."

Another executive complained:

"It is very difficult for anybody to be sure of where they are with the continual emergence of new transitional arrangements."

To help solve the problems, the Securities and Investments Board, the City of London's regulatory watchdog, and the self-regulatory organisations have over the past few weeks intro-

duced a series of transitional arrangements.

However, firms complain that these, like the new rules, are difficult to interpret.

In the past two days, for example, the Securities Association, which is the self-regulatory organisation for securities houses, has relaxed its rule on securities dividends which have to be paid to clients.

Originally, it was insisting that dividends declared should be paid out within 24 hours of receipt. It has now extended the period to two weeks.

Mr Lindsay Thomas, of TSA's

systems enforcement division, agreed that the timescale had been a problem for many firms, but it had been a two-way process.

The association had modified rules which firms had said were unclear, then the firms complained of further changes.

He said the timescale difficulties had been compounded by the fact that many firms were poorly organised to produce management information in the first place.

Many firms' accounting systems had yet to recover from the terms of the act.

Now, in the short-term, there is going to be a lot of pain as the whole industry goes through a painful readjustment.

If yesterday's news does unleash a radical upheaval in life assurance marketing methods, then it may add to the pressures which are already causing the profitability much of the industry has enjoyed over 1982.

Between 1975 and 1982, new life premiums expanded on average seven per cent per annum in real terms. In 1982, new business grew more than 25 per cent to £12.16bn. And in the short-term, the industry should maintain much of its sales momentum.

First, the buoyant housing market is leading to big sales of mortgage-linked life policies. Second, legislation freeing individuals from spring 1983 to buy new-style personal pensions may produce another sales boom.

But while sales growth may continue, the same may not be true of profitability - which could be squeezed heavily if companies have to spend heavily to build new marketing channels.

The industry's profitability so far in the 1980s can be attributed to a combination of circumstances - rising stock markets, relatively high interest rates, the endowment mortgage boom, and a remarkable freedom from regulation of selling practices.

Not everyone agrees with Mr John Gharizadeh, insurance analyst with Banque Paribas Capital Markets, who says last October's stock market crash "dealt a fundamental blow to the life assurance industry."

But it has damaged the ability of life companies to use their capital gains to maintain the high bonus rates with which they have wooed policyholders and their own shareholders alike in the last few years.

Low, Page 16

Insurers braced for upheaval over disclosure ruling

BY NICK BUNGER AND CLIVE WOLMAN

LIFE insurance companies are to be compelled to disclose what proportion of their policyholders' premiums are being absorbed in charges and expenses, following the decision that insurance brokers must disclose what commissions they are being paid for recommending policies.

Officials at the Securities and Investments Board yesterday indicated that expenses disclosure would be part of a package of new rules to remove any biases against

commission-paying companies in favour of those which employ direct sales forces.

A document on calculating expenses has been prepared and the SIB will ask for representations on the report. It expects to introduce the new requirements by the end of next year.

Sir Gordon Borrie, the Director General of Fair Trading, urged adequate disclosure, to ensure "a level playing field" between independent brokers

and regulation. Yesterday, insurance companies were already thinking up ways to minimise the effect of full disclosure of commissions. However, the obligation to disclose commission is likely to be required both when a policy is sold and in writing in the subsequent notice from the insurance company.

As customers become aware of the large sums that insurance brokers or building societies are being paid, typically about £500 for recommending a £40,000 endowment mortgage, they will be encouraged to ask for a rebate of part of the commission. Such negotiations must favour the emergence of a fee-based system in which the intermediaries are paid on an hourly basis for advice that they give.

The insurance industry has long devoted a large share of its creative energies into exploiting loopholes in rules, both of tax

expenses that insurance companies take out of their policyholder's premiums before - and while - they are invested. This will create a niche for insurance companies to pay no commissions and to cut down their sales forces and other marketing expenses to the barest minimum and then to promote themselves to fee-charging independent brokers on the basis of having the lowest expense ratios.

The first impact is likely to be on those mutual insurance companies, such as Standard Life, Norwich Union and Scottish Amicable, or shareholder-owned companies like Equity & Law and Sun Life, which rely on independent brokers.

Even before this week's announcement, many feared a shrinkage in the number of brokers and independent intermediaries, because they would face heavier costs from regulation. One trend in the past 12 months has been for "direct selling" offices, such as Abbey Life, or London & Manchester, to recruit independent intermediaries to their sales forces.

But fears of a big contraction in the intermediary market had been subsiding as it became clear that about 2,500 small businesses would be authorised independent investment advisers under the Financial Services Act. That was until Tuesday.

When independent intermediaries, including banks and building societies, realise they will have to tell customers exactly how much commission they get, "they are just going to panic," says Mr Roger Ackman, insurance analysis with SBC-Savory Millin, the stockbroker. Many will become direct salesmen and "the mutuals could see a large part of

their distribution system just vanish in 1984."

If so, even the mighty Standard Life might find itself forced to abandon sole use of independent intermediaries and set up a sales force, a long, costly process.

In theory, then, the winners should be the unit-linked life offices, such as Abbey Life, Allied Dunbar and TSB Life, which already have well-developed armies of direct salesmen. Other winners could be those companies which rely on door-to-door salesmen. They are building direct sales forces at the moment and have the financial strength to try even harder still.

The new publicity for commission rates and expenses could damage the entire industry's image, and slow down sales growth. But, says Mr Ackman: "In the long term, the direct selling companies will be the winners."

Marlboro, the number one selling cigarette in the world.

Marlboro

Marlboro, the number one selling cigarette in the world.

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UK NEWS

Air Europe wins approval for £59 Paris fare

BY MICHAEL DONNE, AEROSPACE CORRESPONDENT

AIR EUROPE, the independent airline owned by the International Leisure Group, has won approval from the UK and French authorities to offer its cheap £59 single fare between Gatwick Airport, south of London, and Paris from May 1.

This compares with the British Airways' normal economy single rate of £85. At the same time, Air Europe will be offering an Advanced Purchase Excursion (Apex) return rate of £59, bookable 14 days in advance and including a Saturday night stay. This compares with the BA "spring saver" return rate of £82, purchasable two days in advance.

Mr Harry Goodman, chairman of ILG, said yesterday: "Air Europe is committed to challenging the scandalous air fares in Europe."

"The fact that we can now offer this £59 fare represents the biggest breakthrough yet in demolishing the price barriers built up by British Airways and other national airlines."

The Air Europe cheap fare was announced as the airline entered critical public hearings before the Civil Aviation Authority, Britain's supervisory body, aimed at securing for itself the sole right to fly between Gatwick and Paris, in place of British Caledonian Airways, which is now merged into BA.

These hearings are the first of many to be held this summer, in which other UK airlines will be fighting to take over the former



Harry Goodman: "scandalous air fares in Europe"

BCal European short-haul route licences from Gatwick to Paris, Brussels, Nice, Athens, Copenhagen, Hamburg, Oslo, Rome, Stockholm and Stuttgart, which have been surrendered by the BA/BCal merger.

Yesterday's hearings, to be continued into next week, cover both the Paris and Brussels routes. Air Europe faces competition from BA itself (which has the right to re-bid for the routes), as well as from other airlines such as British Caledonian, Connair and Dan-Air.

Mr Goodman added yesterday:

"Air Europe is the only carrier going before the CAA this week with proposals for radical new fares, the others are for maintaining the status quo".

Stolport may challenge ban on test flights

BY OUR AEROSPACE CORRESPONDENT

JOHN MOWLEM, the construction company which built and owns Stolport - the airport in the City of London - is taking legal advice on a decision by the London Docklands Development Corporation to ban test flights planned with British Aerospace Type 145 jets into Stolport on May 15.

The corporation believes that present planning consents permit the airport to use only the quiet turbo-propeller de Havilland Canada Dash 7s.

Brymon Airways, which uses

Stolport with Dash 7s, had proposed the jet flight tests because it is studying the 145 aircraft for its other regional routes, and thought it might also be a suitable aircraft for Stolport. London City Airways, also a Stolport user, has also shown interest in the 145.

John Mowlem said: "We will have to see what our legal advisers say... But obviously we would not have planned the landings had we not believed that we were able to do so under our existing consent."

Brymon Airways, which uses

Seamen's union ready to expel strike breakers

BY OUR LABOUR AND TRANSPORT STAFF

THE NATIONAL UNION OF SEAMEN is set to expel 280 seafarers who have been flown by P&O European Ferries from the UK to Rotterdam in an attempt to break the three-month strike at Dover on the south-east coast.

The NUS said the crews, which were last night making final preparations for sailing, would be deemed not to be union members as soon as they set sail.

The union hoped the move could thwart the company's attempt to resume its services from Dover, which have been halted for the past 12 weeks by a dispute over its plans for new working practices.

French dockers and seamen's unions yesterday said they would not handle P&O ferries with non-union crews, after the NUS had outlined its plans to expel strike-breakers. This could thwart the company's hopes of resuming some freight services to Calais.

A High Court action by Sealink British Ferries, which could lead

to the NUS being fined or segregated for contempt of court was adjourned until this afternoon.

Sealink applied to the court to determine whether the union was in contempt of an earlier injunction preventing it from unlawful secondary action.

Crews on two Sealink ferries at Dover refused to sail yesterday, although they crossed picket lines before doing so. A small NUS picket at Folkstone prevented sailings of two other Sealink ferries.

Two P&O North Sea Ferries vessels at Hull on the east coast were out of operation because of sympathy action by ratings.

The union yesterday failed to obtain an immediate High Court injunction preventing P&O recruiting from outside the industry's National Labour Recruitment Scheme, after it was decided more evidence was needed. The hearing will resume on a date to be fixed.

Engineering to receive £16m boost

BY SIMON HOLBERTON

THE UK GOVERNMENT is to provide £16m over the next three years to increase the number of students taking bachelors-level and higher degrees in the engineering of manufacturing systems.

The project is being set up in response to industry's calls for more engineers trained to deal with the sophisticated production processes which have been brought into being by new technology.

Courses in manufacturing systems engineering are to be developed in selected universities and it is intended that the courses will have an annual intake of 1,500 undergraduate and postgraduate students by 1991-92.

The Government expects industry to support the project with contributions worth a further £8m in terms of student sponsorships, work-experience opportunities, equipment and teaching materials.

Bank to hold more gilt auctions within funding programme

BY SIMON HOLBERTON

THE BANK OF ENGLAND has decided that auctions of gilt-edged securities (Government of stocks) will become a regular feature of its funding programme and that two such auctions will be held this financial year.

The Bank said yesterday it expected to hold two auctions of conventional gilt-edged stock for a nominal amount in each case of up to £1bn. The first would be held in July or August this year and the second in January or February next year.

The Bank's statement indicated that attempts by primary gilt dealers to change elements of the system appeared to have fallen on deaf ears. Some dealers had been pressing for changes such as the payment of underwriting fees or special arrangements for the encouragement of investors to bid for stock through the dealers. The Bank, however, said that there would be some "minor technical refinements".

Between May last year and January this year the Bank held three experimental gilt auctions. During January and February it conducted a follow-through exercise and sought the view of interested parties as to the success of the experiment and received a generally favourable response.

In one meeting of the Gilt-Edged Market Makers' Association, the Bank made it known that it was happy with the experiments and subsequently received the market makers' endorsement. A survey of institutional investors also found that they were happy with auctions.

Although the Bank intends auctions to be part of its future funding, it is not intended that they will supersede its other forms of funding, such as tap and minimum price tenders. The use of auctions will also depend on circumstances and will be evaluated on a year-by-year basis.

The three experimental auctions raised £2.8m last financial year compared with more than £13m from conventional and index-linked issues of stock. The Bank is not expected to have to issue much more than £20m of gilts this financial year. It would be surprising if the two auctions planned were for £1bn each. The funding of the UK public sector is likely to be difficult to forecast. Recently the rates of increase for National Savings bonds were reduced to competitive levels and it is possible that up to £1.5bn more may have to be raised through gilt sales.

Picture changes at Independent TV

Raymond Snoddy looks at sweeping new proposals for broadcasting in the future

THE INDEPENDENT Broadcasting Authority, often portrayed as a ponderous dinosaur not long for this world, has begun to move rapidly indeed.

The body charged with regulating commercial television, direct commercial broadcasting and, for a little longer, commercial radio in the UK, has just presented a series of proposals that would have been unthinkable a year ago.

Not only does the IBA believe that the arrival in 1988 of a fifth channel financed by advertising and specialising in local-interest programmes, but it also suggests that part of the tax paid by ITV companies should be a "royalty payment" for the right to use frequencies in the form of an "upfront" tax on advertising revenue.

To show how tough it can be with errant companies, the IBA talked of borrowing from the world of football a system of yellow and red cards. These cards would serve to warn, remove franchises or impose financial penalties on companies knowingly breaking their obligations.

Lord Thompson, the IBA chairman, said that TV-am, the commercial breakfast station, would probably have received a yellow card in its early days when the authority was concerned about

the quality of its news and current affairs.

The IBA has also proposed that "publisher-contractors" - who, as in the case of Channel 4, own neither staff nor employ staff programme makers - should be able to apply for regional independent Television (CTV) franchises when they come up for renewal in 1992.

Mr John Whitney, the IBA director general, said publisher-contractors would be able to promote constructive change with continuity in the best traditions of British broadcasting."

The continuity envisaged by

Lord Thompson, is personally delivered to a copy of the proposals to Mr David Hurd, the Home Secretary, said the aim of independent television in the 1990s was to place the viewer at the centre of the debate on the future of broadcasting. The debate will end in autumn 1989 with a substantial broadcasting bill designed to create a new framework for broadcasting for the remainder of the century.

The IBA believes that the number and character of new channels becoming available in the

1990s will still be sufficiently limited to leave a clear need for public-service broadcasting to be preserved on all four existing national television channels in the UK.

Lord Thompson said: "The challenge for the Government, the challenge for Parliament, the challenge for broadcasters is for the sake of the viewer to promote constructive change with continuity in the best traditions of British broadcasting."

The continuity envisaged by Lord Thompson, is personally delivered to a copy of the proposals to Mr David Hurd, the Home Secretary, said the aim of independent television in the 1990s was to place the viewer at the centre of the debate on the future of broadcasting. The debate will end in autumn 1989 with a substantial broadcasting bill designed to create a new framework for broadcasting for the remainder of the century.

The IBA also opposes to the Broadcasting Standards Council being introduced by the Government except as a body that could commission research into sex and violence on television and confine its role to general surveys of standards on television.

Yet there is considerable evidence in the document that, like

many other institutions in Britain, the IBA is responding to Mrs Margaret Thatcher's desire for change in her third term. The authority made clear its "preferred option" on the awarding of what it would like to be 10-year franchises. That would be for the awards to be made on the basis of a company's ability to fulfil clearly and publicly stated programme requirements.

In addition to the "royalty" payment for the right to use a still scarce resource, there would be a profits tax which would decline as competition increased. Although it does not like the idea, in deference to what it sees as political reality, the IBA included a blueprint for a form of competitive tendering.

This would involve the IBA, with the help of merchant banks, in setting a value on a franchise. That would be paid by the franchisees, who would pay the fee in the form of a proportion of net advertising revenue.

Open to question, however, is whether the IBA report has arrived in time to reflect the Government's determination to reduce the subjective elements in the awarding of ITV franchises by introducing a system of competitive tendering.

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BUSINESS LAW

State traders need not pay

By A. H. Hermann, Legal Correspondent

UNLESS it is reversed by the House of Lords, yesterday's rejection of the creditors' appeal claiming that member governments are liable for the debts in the international Tin Council's megaborrow will be a blow to the London market. It will also be a final blow to the business community's confidence in the ability of UK courts to uphold the rights of banks and merchants against governments defaulting on their contractual obligations.

A confidence already badly shaken by the decisions in Polish and Czech court disputes and those concerning Uganda Holdings, Portuguese shipyards, the Colombian Embargo, London account and Spanish Business trade marks.

To the long list of governments who do not pay because they can not, the Court of Appeal has now sanctioned the addition of another 22, some of them rich and eminently solvent, who simply repeat "won't pay" in various languages, whilst getting away with it to the tune of some \$900m.

The judgement is long and thorough. It takes up 255 pages of typescript which I could only peruse with indecent speed in the two hours before my deadline for this article. But even so, one can see that its persuasive force is very weak because the three appeal judges disagreed on several points.

Only Lord Justice Kerr, the presiding judge, concluded that the member states are not liable for the unpaid debts. Lord Justice Nourse in his judgement — closely argued on international precedent, doctrine and principle — concluded that the member states are jointly and severally liable for the unpaid debts under international law enforceable by English courts.

In addition, Lord Justice Ralph Gibson concluded that the member States were liable under international law but, rather surprisingly, took the view that this liability could only lead to a claim presented by British government in the International Court of Justice in the Hague. The end result was that, although two judges held the member states to be liable, the creditors lost the case. The likelihood of the British government, which opposed the creditors in London, taking their case to the Hague is beyond belief.

We will come back with more detail but this will have little bearing on the practical effect of the court's judgment; the mem-

bers not only of treaties — one of

which created the ITC — but also of rules derived from usage and from the general principles of law respected by most nations. One of these rules is that persons trading as a company are individually liable to creditors for the company's unpaid debts unless they have made it known that their liability is only limited. To protect the creditors of such limited liability companies all industrial countries, and many others, have enacted more or less strict rules governing their management, accounting, registration and disclosure of balance sheets and trading results.

Companies created by international treaty are subject to international law, but may escape these stringent rules, but not the fundamental principle that their members are liable for unpaid debts unless they declared otherwise when constituting the corporation. Having stated that international corporations created by an international treaty are governed by public international law which also determines their status, Dr F.M. Mann, the leading authority on this subject, writes: "This rule applies, in the first place, to the question whether the member states are in any way responsible for the corporate liabilities and if so, whether their liability is limited or unlimited."

"The existence of a body corporate" continues Dr Mann, "does not necessarily relieve member states of their responsibility. In France a partnership enjoys legal personality. In England an unlimited company is a body corporate. Yet in both cases members are, or may be, liable to the corporate creditors."

Given that the British Government made it quite clear as soon as the ITC collapsed that it was ready to honour its obligations, it is hard to understand why it now supports its ITC partners in their refusal to pay — unless it succumbed to the chimaera of a legal victory which it is not in the interest of their client to achieve, or gave priority to the interest of other member states.

Even if this pragmatic consideration is left aside, it must be rather embarrassing to go to court with an artificial legalistic web woven in support of the default and against the interest of the British creditors.

Let us accept with the Court of Appeal that the ITC is a creature of international law, "this" consists not only of treaties — one of

new law. Even when limited liability is formally established, English and other courts do not hesitate to "lift the corporate veil" when it is unfairly or fraudulently abused to the detriment of creditors. Under West German law governing companies limited by shares, a parent owning the equity in a subsidiary as a group is obliged to make good any losses suffered by the creditors of the subsidiary as a consequence of instructions received from the parent company. The principle behind this is that the parent holds the ultimate liability of its clients who declared on their annual reports that their liability is limited.

This principle of owners' liability for the debts of their businesses, even where these have a separate legal personality as a partnership, which the ITC was, and even where these are constituted as companies limited by shares, is uncomfortable to state trading countries who do not want to be responsible for the debts of their partners. Indeed, some commented the existence of the general rule of state liability by taking considerable pains to obtain an exemption from it. Thus the Czechoslovak Foreign Trade Code of 1983 provides in article 16: "Unless otherwise provided in this Act or in special regulations, members of a legal person (body corporate) ... shall not be personally liable for its obligations." In contrast with the ITC which claimed both that member states are not liable, and that they enjoy sovereign immunity, an authoritative Czech commentary² explained, that the absence of State liability means that on the other hand, the Czechoslovak trading agencies cannot claim sovereign immunity.

If the Court of Appeal decision in the ITC case is upheld, state trading countries will have no need to go to the trouble of enacting exemptions of state liability for the debts of their trading agencies: English courts will do the job for them.

¹ F.M. Mann, *Studies in International Law*, p.572.
² P. Kalcovsky, L. Kopeck, *The New Czechoslovak Code of International Trade, Bulletin of Czechoslovak Law (1984) Vol. XXII*, p. 162.

Company Notices

KB IFIMA N.V.

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Guaranteed Floating Rate Notes Due 2011

In accordance with the Description of the Notes, notice is hereby given that for the interest period from April 27, 1988 to July 27, 1988 the Notes will carry an interest rate of 7.3375% per annum.

The interest payable on the relevant interest payment date, July 27, 1988 against coupon no. 9 will be US\$ 185.48 per Note of US\$ 10,000 nominal and US\$ 4,636.89 per Note of US\$ 250,000 nominal.

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Particulars of Clause 4 of the instrument and Condition 11 of the Terms and Conditions of the Warrants issued on 12th May 1987, notice is hereby given that because of the issuance of new shares to be allotted to the holders of these warrants on 20th April 1988, the warrant conversion price has been adjusted as follows:

1. The warrant conversion price is adjusted to US\$ 1,733.00 per share of common stock and the adjusted warrant conversion price is US\$ 1,688.10 per share of common stock.

2. Each warrant will effect on 20th April 1988 (Open Thread) pursuant to Clause 4 of the instrument.

TATEHO CHEMICAL INDUSTRIES CO., LTD.
 By: The Tokyo Bank Ltd.
 Principal Paying Agent

Dated: 26th April 1988

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Particulars of Clause 4 of the instrument and Condition 11 of the Terms and Conditions of the Warrants issued on 12th May 1987, notice is hereby given that because of the issuance of new shares to be allotted to the holders of these warrants on 20th April 1988, the warrant conversion price has been adjusted as follows:

1. The warrant conversion price is adjusted to US\$ 1,733.00 per share of common stock and the adjusted warrant conversion price is US\$ 1,688.10 per share of common stock.

2. Each warrant will effect on 20th April 1988 (Open Thread) pursuant to Clause 4 of the instrument.

TATEHO CHEMICAL INDUSTRIES CO., LTD.
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Dated: 26th April 1988

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Company Announcements

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CLASSIFIED ADVERTISEMENT RATES

Legal Notices

PENINSULAR FOOLS LIMITED ALDO DA SILVA

REAGAN

Registered number: 2022229

Trading name(s): ALDO DA SILVA Peninsular Fools

Nature of business: FROZEN FOODS

Trade classification: 47

Date of registration of administrative receiver: 20 April 1988

Name of person appointing the administrative receiver: ALDO DA SILVA

Name of person accepting the appointment: ALDO DA SILVA

Date of appointment of administrative receiver: 20 April 1988

Name of person appointing the administrative receiver: THE ROYAL BANK OF SCOTLAND PLC

By: RICHARD EARLIE FLOYD AND ANTHONY SCOTT ALLEN

Administrative Receiver (Office holder no. 003729 and 002947)

Date of closure of office of administrative receiver: 10 May 1988

Name of person accepting the appointment: THE ROYAL BANK OF SCOTLAND PLC

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This announcement appears as a matter of record only.

NEW ISSUE

27th April, 1983



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LAW

Non-director can be disqualified for unpaid Crown debts

RE LO-LINE ELECTRIC
MOTORS LTD.

Chancery Division:

Sir Nicolas Browne-Wilkinson,

Vice-Chancellor:

March 30 1983

The UK of money owed to the

Crown to prop up a failing busi-

ness is more culpable than failure

to pay commercial debts, and

the court may disqualify a per-

son from acting as a director if,

though not appointed as such, he

has acted as a director and

traded through limited compa-

nies knowing them to be insol-

vent, and using Crown debts for

such trading.

Sir Nicolas Browne-Wilkinson,

Vice-Chancellor, so held, when

extending that Mr Peter Browning

should be disqualified from act-

ing as a director for three years,

except in respect of two specified

companies. The application for

his disqualification was brought

by the Official Receiver.

Special Electric Motors

(SEM) was incorporated in

December 1982 to take over the

remains of Maldon's business. Mr

Browning was the moving spirit

and a director. It was compul-

sorily wound up in October 1983. It

was insolvent. Its liabilities

included £14,861 unpaid Crown

debts. No annual returns were

ever made, and no accounts had

been filed since July 1975.

According to Mr Browning's evi-

dence, he had very little to do

with financial matters.

Maldon was incorporated in

December 1977. The original

directors included Mr Kanter and

Mr Browning. Mr Browning

resigned as a director on June 2

1980.

Maldon was compulsorily

wound up on April 28 1983. It was

insolvent. Its liabilities included

£131,000 Crown debts. No annual

accounts or returns were ever

filed.

The moving spirit behind Mal-

don was Mr Kanter. He was in

total control. From early days

Maldon traded at a loss. Mr

Browning deposed that he

resigned as a director because he

was unhappy at the way the com-

pany was run. He stayed on as

production manager.

In November 1982 Mr Kanter

abandoned the US. The court

was told he was subsequently

sentenced to imprisonment for

dishonesty.

After his departure Mr Brow-

ning took over the running of the

company, though he was never

re-appointed director. Maldon

ceased trading in March 1983.

Another company, Pressure

Die Casting ("PDC"), was incor-

porated in 1980. Mr Browning

was the managing director.

PDC was compulsorily wound

up on January 18 1982. It was

insolvent. No annual returns or

accounts were filed. Its financial

affairs were primarily the responsi-

bility of Mr Kanter.

Special Electric Motors

(SEM) was incorporated in

December 1982 to take over the

remains of Maldon's business. Mr

Browning was the moving spirit

and a director. It was compul-

sorily wound up in October 1983. It

was insolvent. Its liabilities

included £16,738 Crown debts. No

annual returns or accounts were

ever filed.

The Official Receiver applied

under sections 285 and 300 of the

Companies Act 1985 for an order

disqualifying Mr Browning from

acting as a director. The com-

plaints as to his conduct related

to Lo-Line, Maldon, PDC and

SEM.

The allegations were *inter alia*

that he allowed Maldon and SEM

to trade after he ought to have

known they were insolvent, and that

Lo-Line, Maldon and SEM

traded with monies that should

have been paid over as Crown

debts. Also, he failed to ensure

the filing of annual returns and

accounts for all four companies.

Section 285 of the Act gave the

court power to disqualify a per-

son from being a director for a

maximum of 15 years in circum-

stances specified in sections 286

to 300.

Section 287 gave express power

to disqualify a person who had

been persistently in default in fil-

ing annual returns or accounts.

Section 300(1) provided that the

court might make a disqualification

order against a person who

had been director of a company

which had gone into liquidation

and of another company which

went into liquidation within five

years of the first, where his con-

duct "as director of any of those

companies" made him unfit to be

concerned in the management of

a company.

It was not possible to treat a *de**facto* director as a "director" for

all the purposes of the 1985 Act.

Thus in sections 282 (minimum

number of directors), 212 (direc-

tors' share qualification), 283 (age

limits) and 388 (register of direc-

tors), the word must be referring

to *de jure* directors.

On the other hand, in some

sections "director" must include

a person who was not *de jure*.

Thus, section 285 validated acts

of a director notwithstanding a

defect in his appointment.

It followed that "director" was

capable of including *de facto*

directors, but might not do so.

The meaning varied according to

context.

As a matter of construction

"director" in section 300 did

include a person who was *de*

facto acting as a director, though

not appointed as such.

The paramount purpose of dis-

qualification was the protection

of the public against the future conduct

of companies by persons whose past

records as directors of insolvent

companies had shown them to be

a danger to creditors and others.

The power was not funds

mentally penal.

Ordinary commercial misjudg-

ment in itself was not sufficient

to justify disqualification. In the

normal case the conduct com-

plained of must display a lack of

commercial probity, though in an

FINANCIAL TIMES

BRACKEN HOUSE, CANNON STREET, LONDON EC4P 4BY
Telegrams: Finantimo, London PS4. Telex: 8954871
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Thursday April 28 1988

Battle for Rowntree

IT IS HARD not to sympathise with the management of the British confectioner Rowntree. Here, after all, is a group that has invested for the long term in a portfolio of successful brands. It has made painstaking efforts to promote those brands in foreign markets and is beginning to reap the benefit in terms of greatly improved profits. Yet in the aftermath of a down turn by Suchard and a counter bid by Nestlé it looks likely that the rewards of this carefully laid strategy will go to a foreign bidder.

The tale is a familiar one in the relatively liberal environment of Britain's capital markets. But sympathy must be tempered with realism. The risk of a hostile takeover is the price that management pays for access to capital; once the rules of the game have been accepted, it is unrealistic to expect investors to stump up for rights issues while simultaneously offering unconditional guarantees of corporate independence. And it would be unfortunate if a chauvinistic backlash against a Swiss bidder were now to colour the judgment of a somewhat nationalistic Conservative Government on whether to refer Nestlé's bid to the Monopolies and Mergers Commission.

Admittedly, the Swiss are conspicuously illiberal in preventing foreigners from bidding for their own quoted companies. Yet the British can scarcely afford to insist on reciprocity when they have so much at stake in maintaining free access to other capital markets, especially in the US.

Multinational talks

That is not to say that enhanced access to the Swiss market is an undesirable goal. But it is best tackled in multilateral negotiations at European Community level. And the basis on which the Office of Fair Trading and the Secretary of State for Trade and Industry should make their recommendations and decisions should continue to be related primarily to competition.

On the face of it, granting control of Rowntree to Nestlé would scarcely make a dramatic difference to the degree of competition in the market. At present Cadbury Schweppes, Rowntree and Mars dominate, with a probable

joint market share of around 80 per cent. With only two to three per cent of the market and a single successful brand to add to Rowntree's market share, which amounts to 25 per cent on an independent estimate, Nestlé does not stand to increase the degree of concentration muchly. Nor does the present polarisation in the industry appear to have led to a cosy market situation, despite the heavy deterrent to new entrants imposed by the high cost of developing new brands. The three main players compete fiercely on price and weight, with the unquoted, US-owned Mars group applying considerable pressure to its quoted UK competitors. At the time big retailers enjoy notable leverage over the confectioners who supply them.

Relaxed view

It could be argued that, by buying an existing company, Nestlé would be reducing potential competition, since it would no longer be building up brands from scratch. But in practice the Swiss group's earlier failed attempts to carve a larger share of the market mean that the big three have been able to take a relaxed view of the threat. Indeed, the present bid might well be construed as a final admission of defeat.

In the context of the EC this week, Mr Clayton Yeutter, US Trade Representative, said it was "a big mistake" for the Democratic leadership to include such a non-trade issue as the plant closure provision in the bill. The US had a trade deficit of \$17bn last year. It needs the trade bill now to help open foreign markets to US products.

Speaking on television earlier this week, Mr Clayton Yeutter, US Trade Representative, said it was "a big mistake" for the Democratic leadership to include such a non-trade issue as the plant closure provision in the bill. The US had a trade deficit of \$17bn last year. It needs the trade bill now to help open foreign markets to US products.

Almost by accident over the past couple of weeks the plant closure provision has emerged as the key issue which could jeopardise the legislation. It is popular with the public, family supported by organised labour and detested by business which otherwise strongly supports the bill.

Mr Peter Lo, Hong Kong's Economic Minister in Washington, argues that the bill contains almost nothing to worry a country which pursues a genuine free trade policy. The only practical point of potential concern to Hong Kong, he says, is a provision that could extend dumping actions to products assembled in the US or in third countries. This could hit a territory like Hong Kong which imports components that are then inserted into finished products for resale abroad.

Mr Lo says he does not like the tone of the bill, but is worried about what might happen if, against expectation, the veto is sustained and it dies. The Administration would lose the negotiating authority to the Uruguay Round - which would not stop the round but might well slow its momentum.

A view widely held in Washington is that the bill is far from being a protectionist as its critics claim. "There's nothing in the bill which seeks to curtail imports," says Mr Alan Wolff, a trade lawyer and a former Carter official.

The bill requires the Administration to begin a whole series of studies on trade problems, says Mr Gary Hordick, a partner with the law firm of O'Malley & Myers. As a result, he says, the Administration will become submerged under paper. "They'll be writing reports instead of doing anything. When you come down to actual action that wouldn't be taken otherwise, this will have very little effect."

Trade experts see the bill as the product of dissatisfaction with the laissez-faire approach to trade policy during the first Reagan administration, which failed to respond when the trade deficit began to balloon. Now that the Administration has got tougher, Congress is trying to ensure that it sticks to its guns.

Thus the main thrust of the bill is to require the Administration to identify unfair practices and countries which indulge in them. It calls on it to negotiate these practices away under threat of sanctions. Special emphasis is placed on countries with large trade surpluses, and on certain issues like trade in telecommunications, intellectual property rights and government procurement.

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Trade experts see the bill as the product of dissatisfaction with the laissez-faire approach to trade policy during the first Reagan administration, which failed to respond when the trade deficit began to balloon. Now that the Administration has got tougher, Congress is trying to ensure that it sticks to its guns.

Thus the main thrust of the bill is to require the Administration to identify unfair practices and countries which indulge in them. It calls on it to negotiate these practices away under threat of sanctions. Special emphasis is placed on countries with large trade surpluses, and on certain issues like trade in telecommunications, intellectual property rights and government procurement.

One view widely held in Washington is that the bill is far from being a protectionist as its critics claim. "There's nothing in the bill which seeks to curtail imports," says Mr Alan Wolff, a trade lawyer and a former Carter official.

The bill requires the Administration to begin a whole series of studies on trade problems, says Mr Gary Hordick, a partner with the law firm of O'Malley & Myers. As a result, he says, the Administration will become submerged under paper. "They'll be writing reports instead of

DEBT AND CREDIT give rise to much popular interest, fear and superstition. But they have been subject to less economic analysis than other related subjects, such as money and macroeconomic management.

Tim Congdon's new book, *The Debt Threat*, (Blackwell: £25 hardback; £8.95 paperback) will, therefore, be extremely welcome.

My biggest uncertainty is about how much importance to attach to the arithmetic tautology which Congdon insists is the centrepiece of his analysis. This is the condition under which the growth of debt increases faster than the growth of income and eventually becomes unsustainable.

Starting from a position of balanced growth of debt and of income, debt will start to grow faster than income – and eventually lead to a debt crisis – if the rate of interest exceeds the rate at which income is growing. In that case, the only way in which debt growth can be contained is to run a primary surplus – that is, to have a surplus of receipts over income, before providing for debt service.

This result is neither as original nor as profound as Congdon supposes. If any outlay whatever continues to grow faster than national or personal income, it will eventually rise to monstrous proportions. The special feature of debt is the large compounding effect if interest arrears are allowed to accumulate or if debt grows faster than income.

How have debt ratios actually moved? Congdon's most comprehensive data relate to the US, and cover all debt owned by non-financial sectors, both public and private. Over the 40 years to 1981, the debt-income ratio was remarkably stable at around 1.4. Since then it has been shooting upwards and was approaching 1.8 by the end of 1986.

Congdon admits that it is very difficult to say whether what a satisfactory debt-income ratio is – how quickly it can safely rise. The Japanese ratio of 2.6 is higher than the American and has been rising almost as fast. But the debt ratio clearly cannot go on rising for ever without becoming unsustainable.

The growth of debt-to-income and debt-to-export ratios has been especially fast in the middle income developing countries, where a debt crisis has been recognised since 1982. These countries, instead of obtaining new capital resources from the industrial world, are, on the contrary, now having to earn a current account surplus.

This is known in the jargon as a "negative resource transfer". The transfer is not, however, sufficient to prevent a backlog of interest payments being added on to the debt under so-called re-cycling agreements. Thus, the lending banks become increasingly unsure of the quality of their assets, which are subject to discounts of up to 50 per cent in the secondary market.

Where Congdon scores is in his demonstration that the growth of debt ratios has been closely linked with the large jump in real interest rates led by the US, in whose currency most less developed country (ldc) debts are denominated.

Real US interest rates shot up from a meagre 0.7 per cent average in 1970-75 and 0.5 per cent in 1975-80, to well over

ECONOMIC VIEWPOINT

The very murky pool of debt and credit

By Samuel Brittan

9 per cent in 1980-85. The shift to high interest rates was followed very quickly by the US debt crisis and by the rise in the US Federal debt ratio, which reflected more than just Budget deficits.

Congdon's main explanation of the swing of real interest rates to the high extreme is the monetary squeeze applied by Fed chairman Paul Volcker from 1979 onwards. The squeeze raised nominal interest rates immediately while the reduction in inflation came with a lag. Moreover, the inflation of the 1970s left a legacy of distrust in the minds of investors who expected an interest rate premium to ensure them rewards against inflation taking off once more.

There has, however, probably been a structural as well as a financial component in the rise of real interest rates. During the 1970s, there was a potential excess of world saving relative to investment as newly rich oil producers found difficulty in spending all their income gains. By the 1980s oil producing countries had learned to spend up to the limit, and world demand for capital was at the rise.

Since the mid-1980s US real interest rates have dropped from the 3 to 5 per cent range. But this is still a little in excess of the sustainable national growth rate, and there is a clear risk of interest rates being forced up again by Fed policies to contain domestic demand.

Until about a year ago the plight of raw material producers was even worse. For primary products prices were falling, and the implicit real interest rates they paid were over 10 per cent. Here is the economic root of both the Third World debt problem and the private sector debt troubles in the US, from mining and oil producing regions.

The conclusion of Congdon's "central argument" is that something must be done to lower real interest rates. The

innocent reader might expect a plea for cheap money or credit controls. It is not until the end of the book that the author reassures us that what he has in mind is a series of budget surpluses in the main industrial countries, together with anti-inflationary monetary policies which might eventually reduce the risk premium element in interest rates.

The recommended policies should help by raising savings relative to investment, although there is no guarantee that they will reduce real interest rates to any prescribed level. Their timing and the accompanying monetary policies will require careful thought if

The special feature of debt is the large compounding effect if interest arrears are allowed to accumulate

they are not to produce a recession which will make the debt overhang even worse.

Congdon takes me to task for not advocating a balanced budget as a fixed rule for UK fiscal policy. In fact, I have done more for fiscal prudence than Congdon, by examining the macroeconomic claims of fiscal demand managers instead of just brushing them aside with compound interest arithmetic – which itself does not point to a balanced budget in any of the usual senses.

My conclusion is that any rise in output induced by fiscal stimulation is at best once for all, while the effects on the debt burden are continuing. Thus I would wish any fiscal stimulus to be temporary and the main burden of

demand management to fall on monetary policy.

One implication of his own analysis which Congdon does not draw out is that the US Administration should be worrying about the growth of its total debt rather than that small fraction which might have a counterpart in current account deficits.

This is important. For if industrial countries as a whole are to be encouraged to save more, to bring down real interest rates, it makes little sense to push high savings countries such as Japan and West Germany in the opposite direction. While in an ideal world their surplus would go to developing countries it is better that they should go to the US than that the world's savings ratio should be reduced.

A deeper analysis would thus have unravelled the largely bogey nature of the supposed US-Japan-German global imbalances and not added the US current balance of payments deficits as examples of the debt crisis.

The recent acceleration in house prices is important, even if there is no impending household debt crisis, because the resulting wealth effect makes consumers slightly more likely to spend than to save. It has to be added to all the other evidence that demand is rising faster than the Treasury expected. The monetary aggregates, for what little they are now worth, tell a similar story. The latest and most important evidence is the latest new Confederation of British Industry survey which shows less unused capacity than since well back into the 1970s.

My own support for the sterling-D mark link was not based on a denial of inflationary forces but on a belief in playing it long; that is that a credible link with a major non-inflationary currency was the best route to low inflation.

Contrary to what is often suggested, the present annual increase in this lending total of nearly 21 per cent is only very slightly above the norm which has prevailed during the whole of the 1980s.

The quarterly figures show a faster rate of advance than the annual one because of corporate borrowing to finance exceptionally high tax payments at the beginning of 1988; and, within the total, banks have increased

their lending more than building societies because of the rise in their share of home loans.

Total lending has been growing more than twice as fast as incomes. Congdon concedes that a rising debt-income ratio need not worry lenders if the assets which provide the collateral – such as residential property – are themselves rising sufficiently in value. There is here a difference from government borrowing, where there are either no corresponding assets or the assets are difficult to value commercially.

House prices cannot go on for ever rising twice as fast as incomes. The best that can be hoped for is a soft landing, in which credit growth and house prices slow down together.

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Lombard

An uncertain idea of Europe

By Guy de Jonquieres

WHEN LORD YOUNG, Britain's Trade and Industry Secretary, exchange rates and cite the creation of a common currency as the single biggest advantage a truly unified EC market could provide, he said: "We're not talking about United States of Europe. We're talking about a trade association with some common rules."

Yet that remains one message which Mrs Thatcher seems resolved not to heed. May her refusal to make sterling a full member of the European Monetary System really is based on dispassionate analysis. But there is more than a suspicion that it is also coloured by determination to stand on established sovereign prerogatives and not to cede one ounce of national autonomy over policy-making.

It remains to be seen whether the UK's attitude towards the EMS will change. Preparations have set a good example by attacking many damaging rigidities at home. But the idea that governments can contribute to economic growth unless buttressed by appropriate macro-economic policies is that those policies should all point in the same direction.

Whether convergence is achieved informally by co-ordination or more explicitly by commitment to some institutionalised mechanism, it must inevitably narrow the scope for unilateral national action. By definition, that is what economic integration is all about, and further the EC integration is the stated goal of the single market plan. For confirmation of where the logic leads, Lord Young need only look at what has happened to the T in his department's title. Almost all its authority over external trade policy has moved to the EC. Much of its export promotion role in Europe should also disappear after 1992.

Of course, Britain is not the only EC country to balk at further concessions on sovereignty. It can also reasonably argue that it only gives commitments it is certain of honouring. The question is whether the UK has faced up fully to the implications of its treaty commitment to 1992. For a Government which preaches so loudly the virtues of efficiency and the evils of red tape, it seems remarkably attached to championing its institutional vested interests against those of the freer and more open European market which it has demanded so loudly and so long.

Nuclear rates of return

From Dr Dieter Helm

Sir, Mr Watts argues (Letters, April 25) that the private 10 per cent rate of return requirement for a nuclear station at Hinkley is too high because these rates have not in fact been achieved in the private sector. Furthermore, he argues that credit should be given for diversity of supply. Both of these arguments are fallacious.

The first argument is based on the claim that the Central Electricity Generating Board (CEGB), unlike the private sector, uses "central estimates", and therefore does not suffer from optimisation biases. Previous experience of CEGB investment projects hardly gives grounds for believing that the CEGB is uniquely blessed with unbiased forecasts. The investment and project management record of the CEGB is a principal reason for privatisation, not for public ownership.

The 10 per cent discount rate is, if anything, an underestimate. The rate is derived from the estimated cost of capital, which in turn is calculated from the combination of the return on a riskless asset (approximated by a gilt) and the systematic risk associated with the CEGB. The nuclear investment programme will heighten this systematic risk, raising the cost of capital as investors observe the fate of nuclear industries abroad, and consider the previous experience

Letters to the Editor

The stability of sterling

From the Rt Hon Terence L Higgins MP

Sir, Your editorial (April 26) on the report by the Treasury and Civil Service Committee on the Budget was, in your own words, "well below par".

It complained that the Committee had not explained "the folly of allowing the pound to soar to unsustainable levels against the D-Mark". Yet not only had the Committee early in its report warned about the use of a high pound as an anti-inflationary weapon particularly when account was taken of its consequences for manufacturing and exporting industry, but at the centre of the discussion of exchange rate policy the Committee pointed out (in paragraph 50) the risks of any appreciation that was unlikely to be sustainable.

What that paragraph emphasised was that stability of sterling against the D-mark constitutes a continuation of downward pressure on inflation towards German price levels – an argument which your distinguished correspondent Samuel Brittan has recently espoused in your pages. The Committee went on to say "an appreciation of sterling which is unlikely to be sustained

would not provide the further tightening of monetary conditions if industrialists and others expect it soon to be reversed. Such an unsustainable appreciation may thus threaten – on the downward move – to accommodate domestic inflationary pressure. There is a strong case for saying that a stable exchange rate is both a more effective counter-inflationary pressure and more likely to ensure that British industry remains competitive."

As to taking sides with the Committee or the Chancellor, the Committee used the phrase "buck the market" to illustrate the dilemma of not facing policy makers, but we avoided discussion of the issue purely in terms of personality.

Your editorial also caviled with the Committee's discussion of costs of intervention. We dealt with this aspect of exchange rate policy in order to illustrate its shortcomings when trying to "buck the market". Reports by the Treasury Committee in the past have taken the line, which we again adopted, that while intervention for purposes of "smoothing" is acceptable, intervention for other purposes may be both unsuccessful and costly. The figures we quoted were, as we said, heavily qualified, but they were aimed at flushing out, for the benefit of Parliament, fuller and better information on losses or gains as a result of exchange market operations.

Terence Higgins, Chairman, Treasury and Civil Service Committee, House of Commons, SW1

The way of the word

From Mr David Evans

Sir, Interresting that the 7 per cent increase for staff in the electricity supply industry can be described as "Power Workers Bonanza" while the 5.8 per cent increase for top civil servants is merely a "small increase" (Financial Times, April 21).

F. David Evans, Apple Tree Farm, Waterley Bottom, North Wibley, Gloucestershire

If '92 is going to happen in 1992, significant decisions must be taken

From Mrs Joan Noble

Sir, The answers given by Guy de Jonquieres deal with some but not all the questions on 1992 and all that "April 19". I am surprised that he makes no reference to agricultural policy, to say that the European Community (EC) "avoided a damaging political fight over its budget and agricultural spending."

Agriculture and food is probably the single most important industry in Europe – certainly as far as budget spending goes – but Mr de Jonquieres avoids discussing how the EC will remove non-tariff barriers and nationalistic policies in that sector.

If "92" is going to happen in 1992, then significant decisions need to be taken – especially as there is no commitment from member states to become full members of the European Monetary System's (EMS) exchange rate mechanism.

For two decades the "green" money system alone has saved the common agricultural policy (CAP) from destruction. Monetary compensatory amounts

which saw the Prime Minister launch in 1982; in theory this will prevent future political decisions being taken on farm incomes, especially if the current prudent price policies in European units of currency (euro) terms continue.

Farmers and consumers in future in countries with unstable exchange rates, may well see weekly price changes in CAP commodities reflecting exchange rate movements unless all trade is carried out in euro. Perhaps I – in my role as a housewife – will go to the supermarket to buy a kilo of sugar for 0.8 euro.

While this may be preferable to the political nature of annual price fixing agreements now, it surely means considerable uncertainty for some farmers and consumers. And will the politicians in each country be willing to relinquish their control over farm incomes and food costs? Joan Noble, 5 Brunswick Gardens, W8

From Miss Heather Randal

Sir, It is ironic that in the week

that saw the Prime Minister launch the Government's national campaign to promote awareness of 1992, speculation on the future of Lord Cockfield continues to grow.

226 proposals form part of the 1992 package. Most of these, particularly those in the financial services sector, open up opportunities for Britain in Europe. Architect of these proposals – published only in June 1985 – it is largely due to Lord Cockfield's vision, perseverance and dogged determination that the creation of an internal market by 1992 is now a reality.

Only a few relate to VAT rates and harmonisation of excise duties. While most proposals come under Article 100a of the new Single European Act, and are subject to majority voting in the Council, these – being taxation measures – can only come into force on a unanimous vote.

To repudiate the Commission

– who has achieved so much,

and who is held in such esteem

throughout the European Com-

With the advent of new pensions legislation, the smaller pension fund needs to be able to compete with the best and the biggest within a range of options: final salary schemes, money purchase plans, and group additional voluntary contributions.

Inevitably, this creates even greater responsibility for the trustees since all these options require an individual strategy which is something that smaller funds have found impossible to achieve before.

Gartmore has designed a system in which smaller funds can genuinely control the way their individual scheme is invested – a system which offers our expertise, our financial strength, our global network and our personnel, until now unavailable to smaller funds.

We call this new approach to pooled pension investment Gartmore Pensions Strategy.

Unlike other pooled pension services, Gartmore Pensions Strategy includes not just one but a series of four (soon to be five) managed funds linked to a system which addresses the individual needs of pension funds.

Gartmore Pensions Strategy is designed for pension funds with assets over £250,000 or annual cash flow above £150,000.

It will be available for personal pensions when the new regulations permit in July.

Whether investment requirements are for final salary or money purchase benefits, our strategy is designed to offer each client an individually tailored and flexible service. The client has no need whatsoever to become involved beyond setting the ground rules. We take full responsibility for its implementation.

We are also able to provide the administration of members' records as and when it is required.

From the outset, smaller funds will benefit from

the skill and experience which has kept Gartmore Pension Fund Managers in the top quartile of investment managers for every 3 year period since 1978. In the 5 and 7 year period figures, we are also market leaders. (Source: W M Company 31/12/87)

Gartmore Pensions Strategy can establish an individual mix of assets for each and every scheme.

We can even design a strategy for money purchase plans so that each individual can have his or her own personalised pension investments inside the one scheme.

Our recommended Strategy for money purchase investment is to give every scheme member the full benefit of high equity returns in the earlier periods of



FINANCIAL TIMES

Thursday April 28 1988

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ASSEMBLY ELECTION RESULT MAY BE STEP TOWARDS GREATER DEMOCRACY

S Korean leadership loses majority

BY MAGGIE FORD IN SEOUL



SOUTH KOREA'S ruling party yesterday lost its majority for the first time in the country's history as final results of the National Assembly elections came in. This seemed to herald a major step towards greater democracy.

The stock market reacted by shedding 25.97 points with the Seoul Composite Index falling from 644.77 to 618.78. This fall of some 4 per cent was one of the largest single day declines. Investors tried to decide what effect the change would have on business and the economy.

The Assembly was given strong powers under the new constitution drawn up last year after demonstrations against the Government. If it is taken seriously the new political alignment could have far-reaching effects.

The result, which was totally unexpected in a country which has long been ruled by authoritarian governments and plagued by unfair elections, gives the ruling Democratic Justice Party 126 seats, down from 165, and the top three opposition parties 164.

The New Republican Democratic Party of Mr Kim Jong Pil, who is associated with the first military government led by President Park Chung Hee, won 35 seats and could play a pivotal

role in the new Assembly. He said yesterday that it would be "unthinkable" for his party to form a coalition with the Government and that he would decide on his support on a case-by-case basis in the interests of the democratic process.

All three Kims stood in last December's disputed presidential poll won by Mr Roh Tae Woo of

the ruling party. Mr Roh yesterday issued a disappointed but conciliatory statement saying that dialogue and co-operation would be necessary to enable the Government to pursue its programme with a potentially hostile National Assembly.

The Government has used the parliament as a rubber stamp in the past but will find it difficult to ignore the new body, in which the three Kims will be accompanied by a large group of new politicians with non-military backgrounds in all parties.

South Koreans were startled by the result and alarmed by the apparent regional bias of many of the voters. Some sympathised with Mr Kim Young Sam, deserted by his middle class supporters, who were disillusioned after the presidential poll and stayed away from the ballot box.

But although concern about stability was evident, many took the view that the result was a necessary change for a country in transition and that it could be a welcome sign of sincere intentions on the part of the Government to allow genuine democratic progress.

Seoul residents share a sense of power, Page 4

Saudi office in Kuwait attacked

BY ANDREW GOWERS, MIDDLE EAST EDITOR, IN LONDON

A BOMB exploded at the Kuwait office of the Saudi national airline, Saudi, yesterday amid a furious Iranian reaction to Riyadh's decision to sever diplomatic relations with Tehran.

The explosion slightly injured a security guard and caused extensive damage. It was the latest in a series of bomb attacks on Saudi offices worldwide and on industrial installations within the Kingdom in recent weeks.

Western diplomats suspect Iran of being behind the attacks; pro-Iranian militants have also been blamed for a series of bombings in Kuwait in recent years.

The latest attack came less than a day after Saudi Arabia announced it was cutting its ties with Iran, apparently in a bid to head off trouble during the hajj (the Muslim pilgrimage to Mecca) this July.

Iran said that the Saudi move was a cover for its aim of preventing Iranians from participating

in this year's hajj, and linked it with Saudi Arabia's "co-operation with US policies in the Persian Gulf to help the Iraqi regime."

A Foreign Ministry spokesman was quoted by Tehran radio as saying: "Moslems of the world ask what right does al-Saud (the Saudi royal family) have to limit the number of pilgrims or impose conditions on how to perform hajj."

The statement was a further Iranian attempt to cast aspersions on Saudi Arabia's management of the pilgrimage after clashes between Iranian pilgrims and Saudi security forces in Mecca during last year's hajj, in which 402 died and some 600 were injured.

As a result of this incident, Saudi Arabia has re-emphasised that it will not tolerate political demonstrations during the hajj and has been trying to restrict the number of Iranian pilgrims

visiting Mecca this year to a quota of about 45,000. Iran normally sends some 160,000 pilgrims to the Kingdom, and has encouraged them to stage demonstrations.

Ayatollah Ruhollah Khomeini, Iran's spiritual leader, said earlier this month that Iran intended to send the same number this year, and that it was their political duty to demonstrate against "infidels."

The Saudi decision to break relations apparently resulted from the failure of talks on the issue with Iranian officials in recent weeks, and will enable Riyadh unilaterally to restrict pilgrim numbers. Saudi Arabia accused Iran on Tuesday of adopting an "enemy-like stand" towards it.

This week's events mark a polarisation of the political climate in the Gulf - and between Sunnis and Shiites Moslems - at a time when Iran is under pressure to demonstrate progress in the back-Iraq war after a series of setbacks. If the bombing in Kuwait was the work of Iran it may pose further Iranian attempts at sabotage in the Gulf states, especially Kuwait and Saudi Arabia, the strongest supporters of Iraq in coming weeks.

The intensifying war of words may also have implications for the Organisation of Petroleum Exporting Countries' efforts to raise oil prices in its current deliberations with non-Opec producers in Vienna.

Mr Kazempour Ardabili, Iran's oil minister, said yesterday that Saudi Arabia's break in relations with Iran was "intended to have a negative impact on increasing the price of oil."

However, the Saudis and Iranians have generally managed to keep oil and politics separate. Saudi loses patience, Page 4; Commodities, Page 30

France 'sending troops' after more kidnapped

Continued from Page 1

Pen, who captured a substantial minority of last Sunday's vote in the French presidential elections, threatened to mobilise white settlers unless French security forces restored calm within 48 hours.

In the eastern village of Capela, 200 km from Noumea, the High Commissioner's office said police evacuated more than 100 settlers under fire from Kanak guerrillas, and the separatists had been driven back into underground.

Separatist radio reports say up to a dozen Melanesians may have been killed in the fighting in Capela.

Last October France sent hundreds of troops and police to restore order in its other Pacific island territory of Tahiti after a clash between security forces and striking dockers had erupted in looting and arson.

Rowntree and Cadbury face increasing bid pressure

BY DAVID WALLER AND LISA WOOD IN LONDON

PRESSURE on the continuing independence of the UK's two largest chocolate companies mounted yesterday as Swiss companies Nestle and Jacobs-Schärer announced increased stakes in York-based Rowntree and bid speculation sent shares in Cadbury-Schweppes 10 per cent higher.

The latest developments coincided with an appeal from Mr Tony Blair, the Labour Party's City of London spokesman, to Lord Young, the Trade and Industry Minister, asking him to refer Nestle's 21.1m (US\$39.4m) bid for Rowntree to the Monopolies and Mergers Commission. He argued that it would not be in the public interest for 90 per cent of the UK confectionery market to fall into foreign hands.

Schärer, which swooped to take 14.9 per cent of Rowntree in a dawn raid two weeks ago, confirmed that it had bought

a further 1.1 per cent on Tuesday and is believed to have added to its stake again yesterday.

It declined to say anything about its intentions yesterday beyond that it was "evaluating a number of options." Stockbrokers said that it could be considering an ambitious counter-bid to that from Nestle, or could equally well be playing a game to draw out a higher bid from its Swiss rival.

Rowntree shares edged down 2p to 226p yesterday, 36p above the value of the offer from Nestle, which now stands 5.57 per cent of Rowntree's shares after buying 1.57 per cent on Tuesday.

The dull performance was in part a response to the news of the long-awaited sale of Tunn's Food, the US snack company which Rowntree bought in 1983. Analysts had hoped that Rowntree would secure £15m from the disposal; in the event, Rowntree disclosed yesterday that it was

receiving \$200m from the sale to a management-led investor group.

The disposal virtually eliminates Rowntree's borrowings, ironically making the company more attractive to a predator.

Cadbury shares gained 31p to 362p as the market geared up for a bid from General Cinema, the US company which holds 17.7 per cent of its shares.

Speculation that General Cinema would strike was stirred up by a filing to the US Securities and Exchange Commission in which it said it was contemplating a range of options in respect of its holding in the UK-based confectioner and soft drinks manufacturer.

It said one of the possibilities was to take full control. Cadbury reacted angrily to this yesterday, condemning the statement as too ambiguous to be interpreted clearly.

De Beers lifts diamond prices by 13.5%

BY KENNETH GOODING, MINING CORRESPONDENT

BUOYANT world demand for gem diamonds has prompted De Beers' Central Selling Organisation to raise the price of rough (uncut) stones by an average of 13.5 per cent from next month.

The increase is believed to be the biggest ever imposed by the CSO, which controls 80 per cent of the world market.

It reflects continuing strong retail demand for gem diamonds, especially from Japan, the largest market after the US, and from

that diamond traders were expecting a price increase in view of the level of retail demand.

The strength of the yen against the US dollar - in which diamonds are priced - had made the gem more affordable to the Japanese, it pointed out.

Retail sales of gem diamonds last year were a record for the fifth successive year, principally because of increasing consumer confidence and spending.

Bush challenge on Iran

Continued from Page 1

Mr Bush's claim to be the most experienced of the candidates in foreign affairs has drawn the obvious riposte from the Democratic camp: "If you know as much about foreign policy how is it that you were not more outspoken in trying to stop the Administration's (Iran contra) policy?"

Many Democrats, including Mr Dukakis, believe that the Reagan Administration and Mr Bush could yet be severely embarrassed by the policies they have been following in Central America.

Readings at midday yesterday

De Beers' D-Orbita 5-for-4-Half-Rain

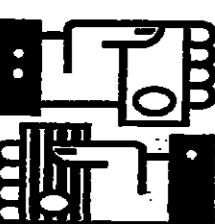
C-Sun Solder S-Slow 1-Half-Rain

De Beers' D-Orbita 5-for-4-Half-Rain

C-Sun Solder S-Slow

SECTION III

FINANCIAL TIMES SURVEY



It is the smaller companies which are creating new jobs and this is recognised by most governments in Europe in the run up to the single internal market. In Britain, ironically, the direction of policy appears uncertain at this crucial time, writes Charles Batchelor

Jobs born out of enterprise

SMALL BUSINESS continues to occupy a favoured position on the agenda of most governments in Europe. In Britain smaller companies are the target for a £250m programme, the Enterprise Initiative, to bring them subsidised management consultancy advice. In France big business support schemes have been jettisoned for programmes more likely to help the small business. In Brussels the European Commission is tailoring its policies and programmes to take more account of what it calls small and medium-sized enterprises.

This widespread interest should come as no surprise. Smaller companies, those employing up to 500 people, account for between 83 and 87 per cent of all businesses in the four main European economies, and for between 33 and 38 per cent of the workforce, according to European Community statistics.

It may be the large multinational corporation which gets the attention but such companies are continuing to shed jobs while the smaller firms are creating new ones.

However, while the idea that small-scale enterprise is beautiful has received widespread support,

the nature of small business differs radically between countries.

In Germany, the Mittelstand, the owners of the family-run craft business, occupy a central position in the life of the country. Like their counterparts in Belgium, which boasts a Ministry for the Middle Classes, West German small firms have long been protected from the harsher winds of competition by a mass of restrictive legislation and a solicitous network of private and public sector banks.

France, too, has its network of family firms – now facing a particular challenge as their post-war founders reach retirement age or die – but seems more aware than its neighbour across the Rhine of the potential of the small industrial company.

Britain, where a highly developed stock market has promoted the public company at the expense of the privately-owned family firm, has caught up fast in recent years, adopting a number of innovative schemes to encourage the smaller business.

Alone among the major European countries, Italy has taken a more hands-off attitude to its smaller companies. They owe their particular vitality to close

family ties, high levels of self-financing and an ability to overcome the bureaucratic inefficiencies of many public services, rather than because of any specific policies for the small business.

Despite this diversity, the problems facing the small company in Europe differ more in degree than in the fundamentals. Start-up companies in every country face a tough task to establish credibility with the banks and other providers of finance. Managing growth is a universal problem; introducing new products and processes is a common challenge; and breaking out of a home market into a wider European scene is a big step

for small firm owners everywhere.

After many years of wide-ranging programmes aimed at backing almost every form of small-scale enterprise, a more flexible approach is now being adopted. Partly in response to the approach of the European Community's target of 1992 for the creation of a single internal market, attention is now being focused on helping the more sophisticated company.

France, for example, is putting more funds into helping small companies adopt new technology. Britain's Enterprise Initiative is focusing on the problems of growth such as quality management, manufacturing methods

and financial and information systems.

To find out why some companies grow to operate on a European scale, while many others remain small, the European Foundation for Entrepreneurial Research has been launched by a Dutch businessman, Mr Bert Twaalfhoven.

At the other end of the scale, chambers of commerce and enterprise agencies and business clubs around Europe are trying to inject the enterprise spirit into their local community. Venture capital funds for small business have been set up by organisations as diverse as Bury Borough Council, in south-east London, and the Loiret branch of the

Patronat, the French employers' organisation, in Orleans.

While Europe struggles with the challenges facing small business, other parts of the world are also busy. Japan's Ministry of International Trade and Industry, for example, is attempting to foster co-operation between small companies in the fields of technology and marketing. Faced with a growing challenge from Taiwan and Korea in export markets, Japanese small firms are being helped (strange as this may seem to European eyes) to develop their domestic market.

The developing world is also keen to adapt some of the techniques from the industrialised countries. The European Busi-

ness and Innovation Centre organisation, which is setting up a chain of science park-style developments throughout the Community, has been asked by the United Nations to see if its ideas can be transplanted to Africa.

Delegations from Nigeria (as well as from Canada and South Africa) have visited British colleges to see if ideas for injecting enterprise into education can be applied there.

Ironically, at this time of rapid change, the direction of small firms policy in Britain appears uncertain. In the wake of the June 1987 election, the small firms' portfolio appeared to have been given additional weight when it moved up a ministerial grade to become the responsibility of a Minister of State at the Department of Employment, in the shape of Mr John Cope.

But it soon became clear that Lord Young and Mr Kenneth Clarke had taken effective control of small firms policy with them when they moved from Employment to the Department of Trade and Industry (DTI). Mr Cope has been left to administer the low-profile, low-budget Small Firms Service, while programmes such as the Enterprise Initiative have come from the DTI.

On the one hand, small firms policy now appears to be more firmly anchored at the core of British government industrial policy. But the development by the DTI of its own network of local offices to administer the Enterprise Initiative adds to the number of agencies dealing with small firms and threatens to increase their difficulty in finding the right one. The 500-plus enterprise agencies feel unsure of their role in the new system.

There may be confusion over the policy makers but evidence of the establishment of an enterprise culture – a term largely synonymous with the growth of self-employment and small businesses – is on the increase.

A recent study commissioned by 3I (Investors in Industry), the venture and development capital group, pointed to increases in numbers of new company starts (and failures), a leap in the number of management buy-outs, and (under last October's stock market crash) a rapid rise in new stock market listings of companies.

This change in mood has its counterpart elsewhere in Europe. In France, the business monthly, *L'Expansion*, last November

reported that a convincing 63 per cent of 18-25 year-olds thought the successful businessman was someone to be admired – a stark contrast with attitudes in the 1970s and 1970s.

Reflecting the greater emphasis on providing advice rather than money, recent British budgets have provided little direct help for the smaller company. There has also been a move in Government policy away from specific new policies to help the small firm, to broader economic measures to cut overall tax levels.

Apart from minor adjustments to the workings of VAT and a useful reduction in effective rates of inheritance tax, the 1988 budget held little of special interest for the small firm.

Responding to pressure from some of the small firm lobbyists, the Chancellor did restrict controls to raising just £500,000 of BES finance in any one year in an attempt to channel these funds to the smaller company.

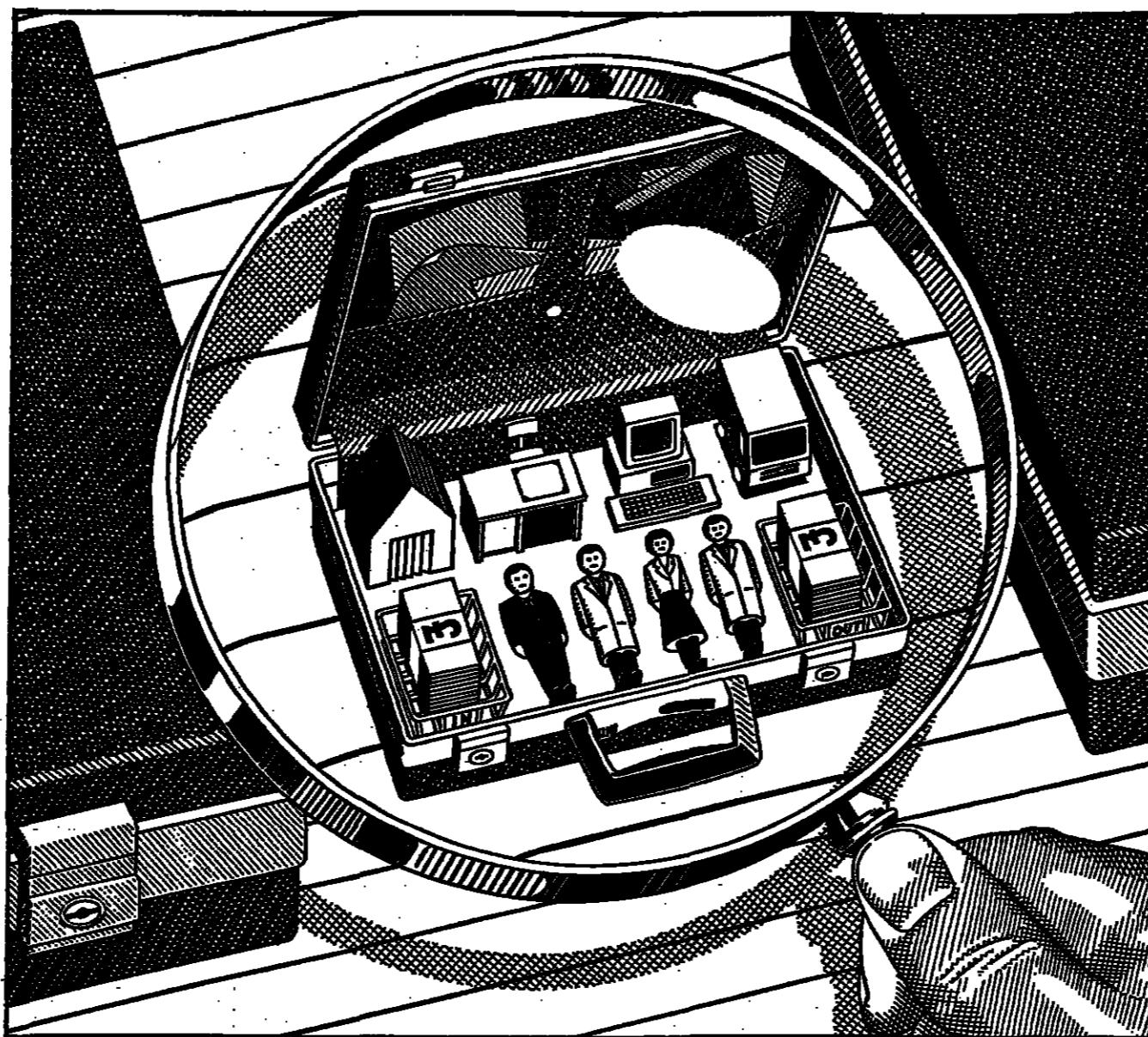
The BES would magnify its effectiveness if it could be used by the managers of a small company as well as by its passive investors, according to many people who have followed the scheme's progress. Inland Revenue fears that such an extension would lead to abuse has prevented such a move, however.

The venture capital industry has been particularly keen to see an extension of the BES tax breaks to managers. Such a move would increase the numbers of managers prepared to leave the relative security of the larger corporation to set up on their own, the venture capitalists argue.

While Britain continues to dominate the European venture capital industry, accounting for nearly half the Ecu100 (£70m) pool of funds available, this form of financing the smaller unquoted company is growing in popularity throughout the Continent.

Most deals continue to be arranged within individual countries in Europe but the number of cross-border transactions is on the increase. They accounted for just over 11 per cent of investments made in 1986, compared with 7 per cent the year before – further confirmation that even the small company must be prepared to operate on an international scale.

* *Britain in the 1980s: Enterprise Reform* by Graham Bartram & Partners.



Small Business

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SMALL BUSINESSES 2

VENTURE CAPITAL - equity finance provided to growing companies by specialised investment funds - has become an important source of finance for a small number of high-performing companies.

Most venture managers receive several hundred approaches a year from hopeful entrepreneurs but accept only a handful. Only a minority of companies have the potential for the rapid growth the venture capitalist requires to justify the investment of money, and even more importantly, of time in a new venture.

Even then, for all the effort devoted to selecting and supporting proteges, only one or two will turn out to be real stars. Some will go bust while most will log along producing no more than an adequate return.

In the boom years up to the stock market crash of October 1987, the venture capital industry did have one important advantage. The buoyant stock market meant companies could be floated for a good price at a relatively early stage.

The abrupt market downturn of October 1987 has, temporarily at least, closed this lucrative "exit route". An industry which had experienced several years of apparently non-stop growth now faces a period of uncertainty.

True, companies which might have expected to go to market

are now more likely to come back for a second or third round of venture financing. This will allow the venture capitalist to earn extra fees or increase the equity stake. But these refinancings mean commitment to the company for several more years with no immediate prospect of an exit by means of a flotation.

This has prompted venture capitalists to structure deals so as to increase the likely income they will earn and reduce the importance of a capital gain. Deals which began in October might have earned the venture capitalist a fixed dividend may now contain trigger points to set off a higher level of dividend if profits break through agreed levels.

Even without the stock market fall there were signs that the venture capital industry was entering a period of consolidation. Before the market crash, Imotech, a small fund set up by Mr David Sainsbury, finance director of the food retailing group, decided to become part of ECI International, a £35m fund set up by EC Ventures, a long-established venture capital group.

This was a modest deal but last month CIN Management, which handles the British Coal Pension Fund's investments took over the management of the British Rail pension fund's £50m unquoted portfolio in what was a major

shift of management control. The high cost of maintaining and motivating a management team for such a "small" portfolio was advanced as the reason for this

larger financial group - raised a record £708m last year, nearly three times the figure for 1986. Over the past decade the number of funds has risen from a handful to 130 in the UK, while numbers are also increasing on the Conti-

nental. As if to emphasize the growing internationalisation of the industry - in terms of both the source of funds and the target for investments - foreign investors last year displaced UK pension funds as the British venture capitalists

short-term view of their investments and are unwilling to accept the inevitable early costs.

The past year has also seen an increased degree of specialisation on the part of venture managers. A large number of funds were set up to invest either in information or in management buy-outs. The five funds set up last year to specialise in buy-outs accounted for 41 per cent of all funds raised.

But it has been the larger buy-

out, more than any other deal, which has been hit by the market crash. The £715m buy-out of MFI, the furniture retailer, announced a week or so before the crash, appeared to usher in a new era of highly leveraged mega-deals. The more subdued stock market conditions of recent months have put an end to trans-

actions of this size and forced venture managers to concentrate on the smaller deals, valued typically between £1m and £5m.

Even so, venture capitalists report the valuations of buy-out companies, and of venture capital deals generally, have not fallen as much as was originally expected. They have not mirrored the slump in the value of quoted stocks. And trade buyers (usually rival companies in the same industry) still seem willing to pay a fairly high price to gain in their product or market range and continue to compete with buy-out teams in the bidding for many companies.

In Europe as a whole, the venture capital "pool" - funds invested or available for investment - rose 38 per cent to £210bn (£6.9bn) in 1987 (the most recent year for which figures are available). On the Continent, however, the industry remains far more conservative than in Britain or the US.

The venture capital label is frequently applied to regional development organisations with social as well as financial goals and a "hands-off" attitude to their portfolio companies. This approach may be more appropriate in countries where conservative, family-owned companies make up a large part of the economy. Nevertheless British and American groups such as Di Investors

finders found the need to ask permission for these small loans, irksome and insulting.

The government will also allow the 2.5 per cent premium which has to be paid for the guarantee to be paid in advance, thus simplifying the banks' calculations of the annualised percentage rate of interest required by the Consumer Credit Act of 1986. NatWest said it had to write a special computer programme to handle this calculation previously.

The government has increased the cover provided by the guarantee to 55 per cent in the 15 inner city urban task force areas, from 70 per cent cover available generally. This may also make the banks more willing to lend under the scheme.

There is the possibility of further modifications to the scheme since it is currently being reviewed by a firm of consultants.

The decline in popularity of the LGS reflects in part the increased willingness of the banks to lend to small business without a guarantee, the bankers claim. What is certain is that the attitude of the banks to their small business clients has undergone a marked change in recent years.

Charles Batchelor

Venture capitalists are consolidating, reports Charles Batchelor

Market crash blocks off lucrative exit route

If venture capital is about to mark time it will do so at a high point in its fairly short history

next.

Too many City institutions still regard venture capital as a miscellaneous item on their portfolio on which they might risk, say, a fraction of a percentage point of their funds. Even then, some venture managers complain, the institutions take an unduly

short-term view of their investments and are unwilling to accept the inevitable early costs.

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The banks

Friendlier face to the small business customer

Many of the banks have been creating teams of specialised business managers

their activities and in the areas of financial forecasting, analysis of debtors and stock control.

For this reason it is the advice and information packages which represent the most interesting aspect of the latest bank cam-

paigns, rather than the financial incentives they offer.

If small business people can be persuaded that up-to-date financial information is essential to the running of their company,

then people been ideal partners with customers were

seen.

To overcome this, many of the banks have been creating teams of specialised business managers who, they hope, will be better able to judge the business propositions put to them.

The problems bankers and small businesspeople have in understanding each other have been well documented.

The National Economic Development Office (Nedo) drew attention to

the "inefficiencies" of bank lend-

ing to small companies and the

relatively high cost to them of

funds.

But neither have small busi-

ness people been ideal partners with customers were

seen.

and not just a chore to be carried out for the bank manager, failure rates could be substantially reduced, bankers believe.

This has prompted some banks to encourage their customers to use accountancy software pack-

ages. BankLine, an electronic banking service unveiled by NatWest last October, offers the Multisoft accountancy package, which allows a businessman to reconcile his books with his bank account for about £2,500. Midland's Credco service includes a 20 per cent discount on a package supplied by an accountancy software company, Safeguard Systems.

The Lloyd's link with Dunc & Bradstreet (which the bank says is worth more than £200 to its customers) represents an interesting departure. It is an attempt to help clients overcome the lack of small businesses - the late or non-settlement of debts.

Despite a revival of interest in

taking up loans under the govern-

ment's Loan Guarantee Scheme, the LGS appears

unlikely ever to regain its initial

popularity.

The government recently

announced a number of moves to

make the scheme more accessible

and attractive to small firms. It

will no longer require banks to

refer loan applications for up to

£15,000 to the Department of

Employment, knocking a week or

more off the time needed to pro-

cess the loan request. Bank man-

agers found the need to ask permission for these small loans irksome and insulting.

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Charles Batchelor

Case study/Fast Frame



The Fast Frame management team (from left to right): Maggie Hawson, franchise director; Ray Blake, technical director; Ian Johnson, chairman and chief executive; and James McGreal, managing director

The very picture of growth

IT LOOKS increasingly as though Fast Frame was an idea waiting for its time to come. The time came in 1983, when Ian Johnson agreed to look after a friend's Newcastle art gallery for a few weeks so that the friend could take a holiday.

He discovered that the gallery's backroom framing business was in a mess, and that this was nothing unusual in what has always been little more than a cottage industry of individual craftsmen. It took three weeks to fill a typical order - a deterrent to custom, a brake on turnover and a misery use of working capital.

What would happen, Mr Johnson reasoned, if modern, labour-saving machinery could be used to de-skill the job and provide an almost instant service? Of course, this would mean not operating in the trade's usual haunts of low-cost back street workshops or upstairs rooms over shops created by hard-to-find staircases in side passages.

What framing needed, he thought, was the same sort of transformation that has revolutionised the holiday snapshot business and opticians - high-profile sales points in the high street where framing could be done while you waited, or at least

while you did the rest of the shopping.

He started in Newcastle with two shops and the business has never stopped accelerating. Finance was by overdraft, guaranteed by the successful printing business which Mr Johnson, a time-served compositior, started with a friend 20 years ago at the age of 22.

The printing business turns over £1.75m now and employs 50 people, but pales beside Fast Frame. There are Fast Frame shops in 57 prime retail sites around Britain now, and 14 in California. A new shop opens every three weeks. The US operation is about to spread to Chicago and New York.

Last year's turnover of £4.7m is expected to double in 1988. However, the rules of small business life still apply: despite its growth Fast Frame is a collection of tiddlers because Mr Johnson decided to expand by franchising his small business system.

Franchisees pay £24,000 to join the network, which has to include £15,000 in cash so that they do not start out over-gearred. NatWest, Barclays, Lloyds and the Royal Bank of Scotland all offer packages to lend the rest over five or seven years. Once in, franchisees pay a 12.5 per cent

royalty on annual sales, half of which goes on national marketing and promotion.

In return for the initial outlay, Fast Frame finds, rents and then sub-leases the high street premises to the franchisees at cost, fits out and equips the shop and adjoining workshop, lays out the retail and production areas for proven maximum efficiency, and provides training and regular updating in retailing, selling and production technique and management.

Shops are carefully rationed by a combination of postal codes and population density to give each a viable territory. Mr Johnson reckons that this will mean a maximum of 175 in Britain. Keep-

ing to the treatment that had revolutionised the holiday snapshot business

Mr Johnson and Mr James McGreal, managing director and financial specialist, say that all franchisees have been well-motivated people wanting to get into self-employment or small business. They range in age from 26 to 60 and many are husband-and-wife teams.

Eleven of them want to open another outlet so as to expand themselves and there are 50 people on Fast Frame's waiting list to join the network, each of whom has paid a £1,000 deposit (returnable less costs) as a token of earnestness. Mr Johnson says: "Only the shortage of good retail sites is holding us back. We wait

for the right time to expand. We have a waiting list of 50 people who want to join the network, each of whom has paid a £1,000 deposit (returnable less costs) as a token of earnestness. Mr Johnson says: "Only the shortage of good retail sites is holding us back. We wait

Ian Hamilton Fazey

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Mr R. K. Shore
Manufacturing and Systems Manager, ICL

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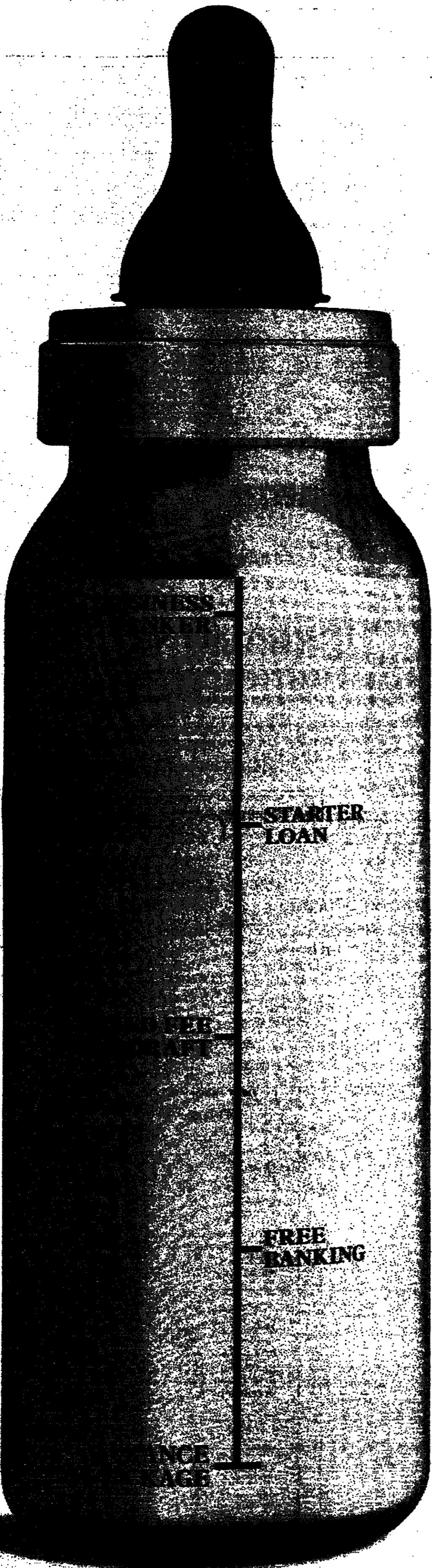
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SMALL BUSINESSES 5

The franchising garden still has its weeds: proceed cautiously

Take professional advice

THE PERILS and pitfalls of franchising as a small business system have been amply demonstrated in recent years by several companies which have found that success is not guaranteed by using franchise methods.

The Young's Franchise Group, for example, which was one of the longest-established franchise operations in the UK with trading companies such as Prompuda and Young's formal wear, was forced into receivership in late 1985 with debts estimated at £3.75m.

The company, however, was subsequently bought by Mr Cyril Spencer, a former chairman of the Burton Group, as a going concern and is now trading successfully after new management and capital were brought in.

Another recent example of the problems of running a small business was given by Flash Trash.

Flash Trash was aimed at yet another small niche retail market selling high fashion, colour-co-ordinated accessories ranging from belts to bangles. Within a few weeks of its first two branches being opened in central London the company, which had decided to expand through franchising, was deluged with 400 or so applications to franchise the concept.

Flash Trash looked a winner and a good prospect for franchising. It was supported by pension funds and the National Westminster Bank, one of the leaders in the provision of finance to potential franchisees.

Yet Flash Trash recently went into receivership, leaving accountants Ernst & Whiteman to find potential bidders for the operation as an on-going business. Fortunately, no franchisees had yet started up a Flash Trash outlet.

Other franchises have not always been so lucky, even though franchising generally has

a lower failure rate than for other types of small businesses.

"The franchise garden still has its nettles, weeds, and wasps," points out Mr Roy Seaman, publisher of the UK Franchise Directory. "You really do have to take time and good professional advice to pick the right company."

The British Franchise Association - the main trade body for the franchise industry - has made great strides in recent years in weeding out some of the "cowboy" operators attracted to the sector.

Mr Tony Duffield, director of the BFA, points out that "as franchising has grown in popularity, the industry has begun to attract a number of people who have sought to use its success for their own businesses, without necessarily adopting the same ethical procedures."

He adds: "This has confused the overall picture and made it increasingly difficult for prospective franchisees to evaluate the options open to them."

Even so, there is no shortage of both companies and individuals who want to become involved in franchising. A survey commissioned by the BFA and sponsored by National Westminster Bank shows that last year there were over 160,000 people directly employed in franchising, compared with 150,000 in 1984.

The survey also indicated that there were some 250 businesses which had confirmed to the BFA's view of an ethical franchising operation, although some franchisees have suggested that there are a further 150 companies claiming to be involved in franchising.

Annual sales through franchising last year, according to the survey, reached £1.1bn - representing some two per cent of all retail sales. By 1992, according to

the BFA, sales through franchising are expected to reach £7.75m.

What will continue to fuel this growth are the basic factors which have made franchising such an attractive proposition to both companies and individuals. Mr David Acheson, managing director of Stay Hayward Franchising Services, points out in a new survey on franchising (published by Jordans) that "such is the power of franchising that it can transform one man's dream into a giant international business within the space of two or three decades".

Thus, he explains, "a milkshake mixer salesman expanded a hamburger store into the world's largest restaurant business - McDonalds - in 30 years through franchising. Other notable examples of successful international franchising have included the Body Shop and Bebe's in retailing and Kentucky Fried Chicken and Wimpy in fast food."

For companies - the franchisee is the franchisee of franchisee - the advantage of franchising is that it enables the business to be expanded more rapidly and with less capital and management risk.

The franchisee, according to Mr Acheson, "replicates the business formula, the experience, the advice, and the on-going supervision".

The disadvantage for franchisees is that poor franchisees can damage the reputation of the business. Both Wimpy and Kentucky Fried Chicken have in the past suffered from this problem, forcing management to take action to restore their image with the public.

For individuals - the franchisee - franchising offers many of the benefits of self-employment while at the same time reducing the risk. The loneliness of the small business operator is to some extent mitigated by the

close relationship with the franchisor - although some franchisees find this closeness irritating and prefer to branch out entirely on their own.

The experiences of the past few years have made both franchisors and franchisees more wary of each other. "It is important to remember that franchising is not necessarily the right environment for everyone and a few franchisees will inevitably withdraw from the market from their own choice and not from failure," points out Mr Duffield.

At the same time, reputable franchisees companies are looking for a higher standard of franchisee. "Franchise selection is becoming more sophisticated and franchisees themselves are more aware of what is required," says Mr Duffield.

There is no guaranteed means for individuals to make sure that the potential franchise operation will prove successful. The BFA produces a basic guide to franchising and there are a number of excellent books on the subject. They all, however, give the same basic advice: act cautiously and with common-sense.

In the longer term, the UK franchise industry believes that growth will come not only from within the UK but also from continental Europe. "Given the 1982 de-regulation of the EC, when tariff barriers will disappear, this will mean a potential market for franchisees larger than in the US," points out Mr Duffield. "It would be a foolish franchisee who did not seek to take advantage of this opportunity."

* The Franchise Association, 16a, Bell Street, Henley-on-Thames, Oxon RG9 2BD. Telephone 049 572042.

David Churchill

State will no longer provide

Pensions

THE NEW pensions environment brought about by the 1986 Social Security Act came into being this month. Its impact will be felt throughout the whole business community, and particularly by small businesses.

Pensions are not a top priority in most small businesses, but while those running the business can still neglect their own pension arrangements, they can no longer ignore those of their employees and leave pension provision to the State.

There are usually three basic reasons why small businesses have not made any pension arrangements for employees:

• Too involved in running the company to devote time and effort to company pension arrangements;

• Too much expense, particularly with final-salary based schemes with their open-ended financial commitment;

• It was not the employer's responsibility to provide pensions for employees.

The new pensions environment is changing these attitudes. All employees and the self-employed receive the basic flat-rate pension from the State. On top of this, employees receive a second-tier pension from the State Earnings-Related Pension Scheme (Serps), unless they are contracted-out.

So employers who made no pension provision for their employees automatically put those employees into Serps. Under the old benefit structure this was not a poor decision.

However, one of the many major changes in the Act, which has received less attention than the other changes, is a drastic cutback in benefits provided by Serps. An employee retiring in the next century, relying solely on State benefits, will get a very poor pension. If the employer does nothing, an employee, by default, is in Serps.

The employer can still do nothing and leave it to individuals to take the necessary action to ensure an adequate income in retirement. Another major change in the Act was the introduction of group personal pensions for employees which can be used to contract-out of Serps and these will be available from the beginning of July.

However, the employer can set up the necessary company arrangements to provide adequate pensions for employees. For the employers' own

ployed, and do not have a retirement annuity contract that can take increases in premiums, should arrange one before July, even if only for the minimum contribution. It is always possible to switch from a retirement annuity contract to a personal pension, but not the other way round.

Those who are incorporated can set up their own company pension arrangement for themselves and any other director or executive. Known as an executive pension arrangement. This can take the form of a scheme from a life company, a scheme run by the individual themselves, known as a small self-administered scheme, or a hybrid of these two arrangements arranged by a life company.

Prior to last year's Budget, such schemes could provide maximum pensions after only 10 years. Now the minimum period over which a small businessman could build up to maximum pension of two-thirds of earnings is 20 years.

Nevertheless, these schemes do allow for profits and assets to be set aside from the business into the employer's pension arrangements. But it is necessary to start making arrangements that much earlier than before, rather than waiting until retirement is approaching.

Many small businesses are reluctant to lock away assets into a pension arrangement. However, with these executive schemes, assets can be partially unlocked through a loan-back arrangement - the pension scheme lends money to the company on a commercial arm's-length basis.

Indeed, the executive pension schemes can provide the small business with an alternative source of finance, both through loan-backs and by sale-and-lease back of property.

Eric Short

Those who are self-employed should arrange a retirement annuity contract before July

Another major change in the Act was to make it far easier for employers, particularly smaller companies, to set up company pension schemes that could contract-out of Serps.

Under current conditions, employers can contract their employees out of Serps, paying no more than the present full National Insurance contributions. Yet for all but the older employees, the benefits provided are better than Serps.

First, under the new personal pensions, the benefits can be taken at any time between the investor's 50th and 75th birthday, both days inclusive, whereas on the current retirement annuity contract benefits are available between the investor's 50th and 75th birthday.

Second, under the new personal pensions, the investor can take up to 25 per cent of the contract's value in a tax-free cash sum, the remainder having to be taken in income form.

With retirement annuity schemes, the formula for calculating the amount of tax-free cash is complex, but the percentage increases with age and is usually greater than 25 per cent. So those who are self-em

Case study/Konix



Mr Wyn Holloway: right end of the stick

Joy ride to expansion

BY THE end of this year Konix will have undertaken a £500,000 expansion that will double the size of its plant to around 20,000sq ft at the top of one of South Wales' industrial valleys.

"We have taken the decision to go ahead because if we want to grow we simply must have more space," says Konix's founder and chief executive, Mr Wyn Holloway. Just another expansion, at just another factory, turning out just another product, might be the first reaction. Except that Konix is not just another company: three years ago Konix did not exist. Today, it has an annual output of 50m and sells 70 per cent abroad, much of it to the US.

Konix is one of the success stories of South Wales, a company that is turning the one-time land of steel and coal into a land of high technology. Mr Holloway is one of the new breed of entrepreneurs backing businesses that are turning them into self-made wealthy men.

Three years ago Mr Holloway was selling computer games over the counter of his shop in an inner suburb of Cardiff. To his dismay, he discovered that half the joysticks he sold with the games found their way back to him with faults. A lesser man might have thrown off his customers with excuses. But Mr. Holloway was determined to give service and so, using his carpentry know-how, designed a joystick that would not fail.

A friend advised on the electric and mechanical parts and Mr Holloway built his own model, the Speedlink. Today he sits in a modern office and looks down the valley to Ebbw Vale to the

remains of what was once one of the best steelworks in the world but is now much reduced in scope.

Mr Holloway, now just 39, employs around 80 people making a range of joysticks that have won a way into the most demanding market in the world, the US.

Taking on and beating the Japanese along the way.

In America he has a contract with Hasbro Electronics,

He has won a way into the most demanding market - the US

which is to the toy industry what Boeing is to aerospace, the company that produces Fisher-Price, Mr. Potato Head and My Little Pony. In Europe he has won orders from Micropak, the buying group for Erisware in West Germany, Imagic in France and Sarnia in Spain.

From nothing to an annual turnover of £2m in 27 months - he started just before Christmas 1986 and moved into his present plant three months ago - is fast going. But he is determined that without growth there can be no progress. He is launching three ranges of products this year aimed at both home and business use of joysticks. The first will be on show at the Chicago Electronics Fair in June, the second at the PCW show in London in September, and the third in both the

Anthony Morley

UK and the US just before Christmas.

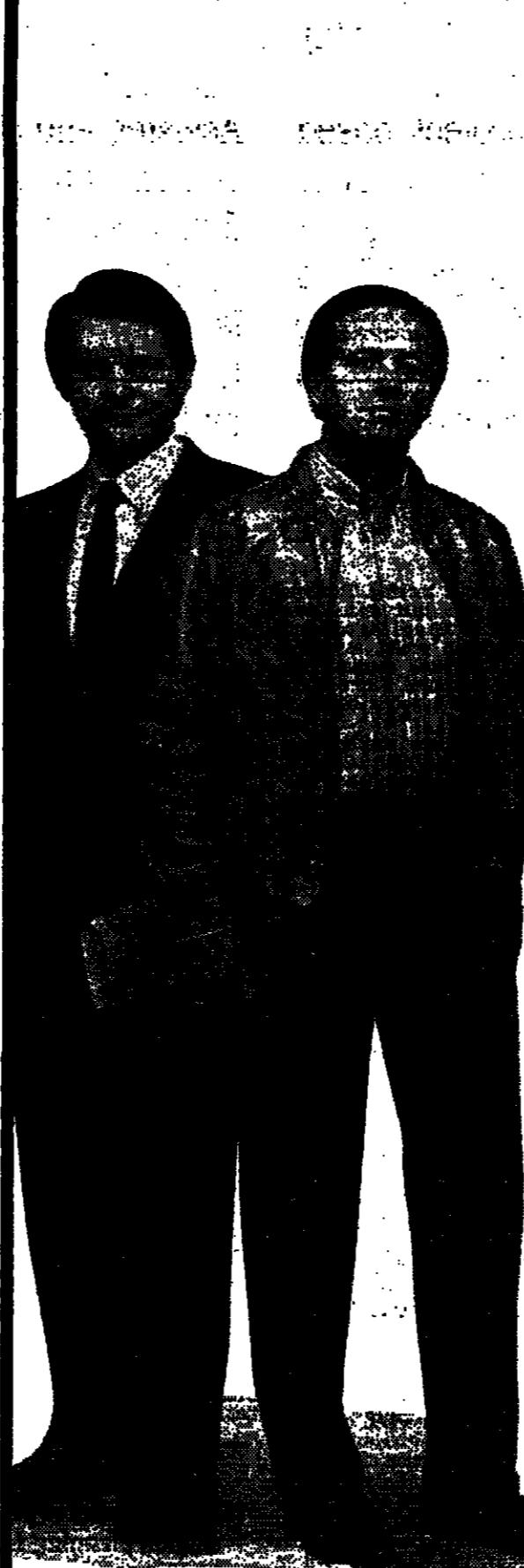
One contract with Hasbro is typical of the way in which Konix works. The American concern asked Mr Holloway to manufacture a particular type of joystick. He thought it uncomfortable, redesigned it with the Americans' approval and is now making prototypes. By August the joystick should be in production - and an extended plant needed.

Over-concentration on one product can lead to unhealthy exposure if the market changes and Mr Holloway is planning to secure his base by diversifying into a number of associated product areas. "We have taken on a number of engineers to broaden our field and we intend to produce a wider product range," he says.

In particular, he has ideas for home electronics, such as electricity storage heating units which, he claims, have created a big impression with one of the English electricity boards. He would also like to move into smoke detectors and burglar alarms, all using Konix's electronics know-how and production potential.

Such an expansion would involve even more space than that already planned and as he looks out from his window, over the white, low-slung Corvette with the deep-throated engine, that is his other passion, he enviably eyes a prime site right across the road. It would obscure the view of Ebbw Vale if he built on it, but that would be a small price to pay.

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SMALL BUSINESSES 6

Small and medium-sized businesses in Japan

Important role in retaining local jobs

SMALL AND medium-sized businesses are the backbone of the Japanese economy, employing four out of five workers. The official definition of such businesses is, in manufacturing industry, those employing fewer than 300 workers and with a capitalisation of less than Y100m; in wholesaling, fewer than 100 workers and a capitalisation of less than Y30m; and in retailing and other service industries, fewer than 50 workers and a capitalisation below Y10m.

Tellingly, small and medium-sized businesses, are often referred to as "local industries", their role in keeping jobs in local areas is an important one. These businesses are rarely the entrepreneurial outfit, new high-tech service industries, or seed beds of innovation, they might be in Britain or the US.

Instead, small and medium-sized firms form the long-established and close-knit network of sub-contractors and local distributors that traditionally support the big industrial groups that are the heart of the economy. Alternatively, they are small low-value-manufacturers exporters in their own right. They account for about two-fifths of Japan's total exports and half of its total industrial output.

Those under the protective wing of a bigger group can sometimes look to their parent to come with the difficult decisions on the restructuring of Japan's economy away from dependence on exports for growth to domestic demand. The rest look to the Ministry of International Trade and Industry (MitI).

The ministry is sponsoring new legislation in the present session of parliament to help small and medium-sized firms co-operate to deal with the quickening pace of technological change, the diversification of domestic consumer markets, and the appearance of new and smaller foreign markets which has been their own export and brought in imports from the newly industrialising countries (Nics) such as South Korea and Taiwan which compete directly with their own products.

Competition from the Nics was identified by the government's recent white paper on small and medium-sized business as a particular long-term threat to Japanese small business, which at the same time is losing its traditional Japanese big-business customers because they are moving their own production facilities abroad.

Under the proposed law, for the next 10 years, MitI will make available subsidies, loans and tax breaks to firms in each of the

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BSC industry

The US

Agency seen to hinder rather than help

THE SMALL Business Administration is not numbered among the more admired agencies in Washington, DC.

David Stockman, the former budget director, called it a "billion-dollar waste - a rat hole" which mislocates its funds to the least efficient users.

To the Wall Street Journal the SBA serves "as a petty cash fund for Congress" whose members get funding for favoured constituents. It is also unpopular with many in the business community as it is designed to serve.

A poll of the members of the National Federation of Independent Business found that 80 per cent of its members believed the SBA has a neutral or negative effect on their businesses.

Although the Reagan Administration has frequently tried to kill the SBA, it has survived to

remain the largest single dispenser of government help to small business in the US. For 1988 it proposes to make \$105m available for business loans and investments. This would include the long-term, low-cost loans of up to \$150,000 it gives to minorities, the handicapped, Vietnam veterans and entrepreneurs in areas of high unemployment. The agency also provides guarantees for 50 per cent of loans for up to \$500,000 made by private lenders.

The SBA has asked for a 1989 \$265m budget for disaster assistance. Its small bond guarantees are expected to cost about \$15m. The agency also lends to groups of local citizens for area improvement projects, small general contractors, firms developing energy resources, and small businesses installing pollution control facilities.

The agency supports numerous counselling services, including the Service Corps of Retired Executives and the Active Corps of Executives. Its Small Business Development Centres, funded

half the principal, up to \$65,000. An Industrial Revenue Fund scheme makes available loans to finance businesses which would otherwise not get funding. It

despite attempts to kill it off, the SBA has survived to remain the largest single dispenser of government help to small business in the US

with the states, are designed to respond to strong local demand. The state has established four "incubators", three of which are connected to universities and two more are being developed.

Other forms of assistance are available to small businesses. Virginia, for example, has a Working Capital Loan Guarantee

programme, which guarantees half the principal, up to \$50,000. An Industrial Revenue Fund scheme makes available loans to finance businesses which would otherwise not get funding. It

development projects which promise considerable employment potential. The state co-finances loans which are matched equally by the private sector, and a "quick start" programme pays the training cost of employees of new businesses.

Georgia's Small Business Revitalisation Programme assists with financial planning and seeks neophytes to government loan schemes. State universities have established small business development centres, which provide free consulting services in addition to the three full-time staff consultants maintained by the state.

The Small Business Export-Import Bank has several programmes for small business trade finance in the hope of boosting American exports. Under its working capital

guarantee programme, Eximbank has backed 150 transactions over the past four years, totalling about \$176m.

The agency has set up joint programmes with three cities - Columbus, Ohio, Los Angeles and Tucson - as well as three states - California, Maryland and Massachusetts - where local personnel are being trained to hand out Eximbank money. Los Angeles has allocated \$800,000 for its share of the joint effort.

The small business schemes have been raised to high visibility in Eximbank, where officials see the sector as offering the greatest hope for the future of the American economy because of the innovations they inspire and the employment they create.

Nancy Dunne

West Germany

Rigidities abound

WEST GERMANY'S small businesses play a central role in the country's economy, but many of their owners are becoming increasingly disillusioned about the conditions under which they have to operate.

Not only are they less than enthusiastic about the short-term growth outlook, but they have also grown disenchanted with the conservative-liberal coalition Government, supposedly pro-business and committed to making their life easier.

In recent months, Chancellor Helmut Kohl's administration has come under fire from bankers and industrialists for two main reasons. First, some think it could have done more to revive a flagging economy. Second, and more fundamentally, it is charged with being too sluggish in removing some of the off-discussed rigidities which are likely to inhibit future job creation and competition.

On the first count, the Government is now able to boast a little more. Economic prospects for 1988 have brightened, not least because of the mild winter and economists' projections have been revised upwards. But there is concern about next year, when there will be no tax cuts to help consumption. The next, and final, round of reductions will be in 1990.

One of Germany's small business associations, the Munich-based VMU (Vereinigung Mittelständischer Unternehmer) takes a poll of its members each year on economic prospects and how the actions of the Government are viewed. This year, the verdict on both was a clear thumbs down. Asked how they judged Government policies in general,

only 14 per cent thought them to be good, while 43 per cent said they were adequate and 43 per cent inadequate.

When the questioning turned to Government policies towards the Mittelstand (small and medium-sized businesses), the response was even frostier. Only 6 per cent felt able to describe them as good compared with 17 per cent in each of the previous two years, while 31 per cent thought them adequate and

One of the key complaints is the high level of taxes in relation to other countries

only 14 per cent dismissed them as inadequate. A small percentage had no

promised a limited relaxation of the law to allow late opening on one day a week, but opponents of the present system say this is not far enough.

There are other areas of inflexibility which many businesses would like to see improved. These include transport, telecommunications, and insurance.

However, there are actions of which they approve. The recent programme of subsidised loans to small businesses and local authorities, channelled through the Kreditanstalt für Wiederaufbau, has stimulated some new investments, though it is hardly seen as a major boost to the economy.

In key areas like management and technology, the French authorities feel the French small businesses are still trailing behind their counterparts in West Germany or the UK. For this reason, the government has taken a number of general and specific initiatives to improve the competitive environment of small enterprises. The broad measures have included the reduction of fiscal and social charges, the lifting of price controls and the introduction of greater flexibility in labour regulations.

As life in industry and commerce becomes tougher and faster-moving, more attention is being focused on the employment and innovative potential of smaller companies. In Germany, they account for about half the Gross National Product, two-thirds of employment, and most industrial training. So a Government which incurs their displeasure, or fails to provide a responsive and flexible enough environment for them to expand, is on shaky ground.

Andrew Fisher

France

Many new measures

THE FRENCH government has launched during the past few months a whole series of initiatives designed to enhance the competitiveness of small and medium-sized businesses in France.

Although the small business sector had an encouraging year in 1987 and prospects, despite the October stock market crash, continue to be good this year, the government is anxious to prepare the country's small and medium-sized enterprises for the challenges of the unified European market of 1992.

In key areas like management and technology, the French authorities feel the French small businesses are still trailing behind their counterparts in West Germany or the UK. For this reason, the government has taken a number of general and specific initiatives to improve the competitive environment of small enterprises. The broad measures have included the reduction of fiscal and social charges, the lifting of price controls and the introduction of greater flexibility in labour regulations.

Under Mr Alain Madelin, the right-wing industry minister, who has been a key leader of the leading coalition of free-market libertarians in the French government, state intervention has been scaled down considerably in France.

Mr Madelin has sought during the last two years to replace the old French system of large state subsidies to support the development of industrial and other business sectors in France with a more open free market approach based essentially on lower interest rates.

But if direct state subsidies for industrial investments have dried up, the government has doubled its support for research and innovation. The financial resources of Anvar, the government agency responsible for promoting research and innovation, have been boosted while preferential rate loans for research investments by small and medium-sized businesses have been increased from FF150m last year to FF1.5bn this year.

Mr Madelin has also restructured his ministry to enhance the management consultancy services his department can provide.

Support has been doubled for research and innovation

to small and medium-sized enterprises. This has been backed up by new regional funds to encourage small businesses to seek the advice of management consultants. Funds have also been increased to help small and medium-sized businesses modernise themselves and adapt to new technologies.

Anvar also helps subsidise the hiring of new management executives by small and medium-sized companies. The quality of management has long been a problem of small businesses, explained Mr Jean-François Saglio, the top civil servant in the industry ministry. "We are now trying to encourage small businesses to attract experienced

Paul Bettie

Case study/Hiron Games

Inventor hits games market on the head

MAUREEN HIRON approaches the business of making and selling board games with the briskness of the games mistress she once was. Better known competitors are dismissed for their lack of inventiveness; the banks are blamed for their timidity in backing new ventures; and the merits of her own products sung with a breathtaking immediacy.

For all her distaste for convention - her usual dress is jeans and zip-up jacket, emblazoned with the names of the games she has invented - she has achieved considerable success in a notoriously difficult market. The games business is very seasonal, dominated by several large US and British companies with large promotional budgets, and demands a constant flow of new ideas.

Despite an early set-back when Hiron Games' distributor folded, leaving the company with debts of £100,000, a group of city investors has been persuaded to pro-

vide financial backing. Turnover in the year just ended was around £250,000 and the company was back in profit, says Mrs Hiron. The stock market crash has not prevented Hiron Games planning for a public listing in 1989.

Mrs Hiron came into the games business by an unusual route, though both she and her husband, Alan, have played bridge at an international level. Leaning out of a schoolroom window one day she was struck by a falling piece of metal and invalidated out of teaching. Mrs Hiron believes that the blow she received to her head touched off a creative streak which has given her the ability to devise new games.

Using her disability payment from the local education authority, and with the help of friends, she raised £25,000 to set up in business in 1982. Her first product was a game called Contino, which consists of small squares of card covered with a pattern of smaller squares in different colours. Players must match the smaller squares to create chains of the same colour. The more squares in the matching chains the higher the score.

With a hand-made set of Contino, Mrs Hiron did the rounds of the retail buyers. Within six weeks of the game coming onto the shelves it became a top seller, she says. It sold 200,000 in the 1982 Christmas season and sales now total 2m.

Mrs Hiron now has about 10 games on the market, including Quizwangle, a trivia-type game; a triangular version of the original Contino; and Cavedash, a game based on the ancient Japanese game of Go-Moku. Cavedash, Maureen Hiron points out gleefully, has sold very well in Japan.

Successful board games have certain key ingredients, she explains. They must appeal to a wide age range and must be strongly visual. The first allows children and adults to enjoy the game at their own level while the

feeling of getting value for money. In the early days the low prices meant store buyers could risk stocking an untried game.

Feast and spring and summer fairs, the stock market crash has not prevented Hiron Games planning for a public listing in 1989.

The stock market crash has not prevented Hiron Games planning for a public listing in 1989.

Pricing is also very important. Prices have been kept low - the cheaper games cost not much more than a good set of playing cards - so the customer has a

without risking too large a part of their budget, Mrs Hiron notes. To enable the company to weather the fluctuations of demand between pre-Christmas

and Christmas, Mrs Hiron has contracted out the manufacturing, assembly, packing and distribution are all carried out by outside companies.

Mrs Hiron says she managed to repay the debts left by the collapse of the original distribution company. But additional money was needed to rebuild a distribution network and create the commercial organisation needed if Hiron Games was to expand. It was for this reason that outside backing was sought. The company's financial backers have strengthened the management with the appointment of

Charles Batchelor



Maureen Hiron, successful board games have certain key ingredients. They must appeal to a wide age range and must be strongly visual. The first allows children and adults to enjoy the game at their own level while the

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SMALL BUSINESSES 7

Charles Batchelor on the European Community

Single market opportunities

SMALL BUSINESS has come to occupy a more prominent place on the European Community's agenda over the past few years. The seal will be set on this progress over the next two months with two Community Council meetings devoted to smaller firms' issues - the first time the subject has been accorded such prominence.

The first meeting, an informal event on May 6, will be held in Germany at the invitation of the Bonn government. The second, in Brussels on June 7, will be a more formal affair to look at questions such as the extension of the Community's network of information centres or "guichets" and attempts to foster co-operation between smaller companies.

These meetings reflect in part the enthusiasm of the German government - currently chafing

Smaller companies will provide the new jobs

the Council of Ministers - for a crucial sector of its own economy. They also mark a growing realisation within the Community as a whole that it will be the smaller company which provides new jobs in future, while the larger employers continue to contract.

But despite all the efforts of the European Commission to proclaim itself the friend of the small and medium-sized enterprise (SME), for most small firms the activities of the EC remain shrouded in mystery.

Most small businessmen and

many of their lobby groups are uncertain what the EC can do for them and suspect that what it is doing is likely to make life more, rather than less, difficult. In addition, some member governments - notably France and Germany - were initially sceptical that Brussels would meddle in their existing small firms' policies. But the Commission now believes that the fears of the governments at least have been allayed.

A problem facing the Commission is the battle for the hearts of the Community's small business lobby. It is not clear if its actions do not have a direct impact on smaller companies. They are interested by the lawmakers in the individual countries. There is the temptation for responsibility for any benefits to be claimed by the local politicians; any disadvantages are blamed on Brussels.

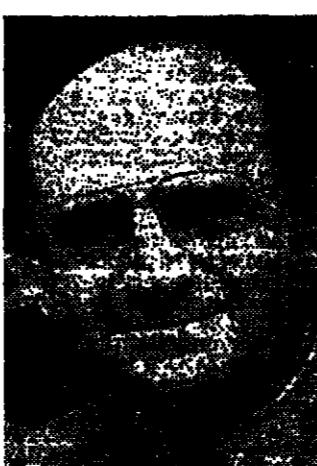
The need to understand what the Commission is doing has become more urgent with the approach of the 1992 deadline for the creation of a single internal market. This is expected to create opportunities for aggressive businesses but may expose many small firms to far harsher competition.

The responsibility for improving the lot of the smaller firm lies with Mr Abel Matutes, one of the two Spanish Commissioners. He was appointed at the start of 1986 to be the Community's first Commissioner with a specific role to develop the SMEs.

A businessman with extensive interests on the tourist island of Ibiza, Mr Matutes, who is 46, is widely seen, even by critics of the EC, as well qualified to understand the needs of the small busi-



Mr Alan Mayhew: heads the small business task force



Mr Abel Matutes

nessmen. Together with his fellow commissioners, he has developed a range of initiatives aimed at simplifying the Commission's rule book to ease the burden of red tape on smaller companies; at increasing cross-border co-operation between small firms; and at establishing a Europe-wide information network to help businesses trade across national boundaries.

The most recent proposal unveiled by the commission was aimed at boosting cross-border co-operation between small high-technology companies. It calls for a Community-funded guarantee which would insure venture capital companies against 50 per cent of losses on their investments. The guarantee would be partly funded by an insurance-type premium, some of which would be paid by the commission.

This scheme, announced last month, is intended to attract more venture capital funds into the grey area between pre-competitive research and projects nearing commercial marketability. Mr Matutes said he envisages a fund or group of funds amounting to between Ecu100m and Ecu500m (£57m-£235m). The groundwork for many of the initiatives which have come from the commission is carried

out by a small firms' task force created in mid-1986. Headed by a British economist and former university lecturer Mr Alan Mayhew, the task force has attempted to bypass the bureaucracy inherent in a large organisation like the EC.

One of its priorities has been to monitor the effect of any proposed legislation on the smaller company by means of what are known as "impact assessments". Ecu5,000 each.

More small firms could afford to take part in such projects if the task force can send it which would only become full-scale research contracts if they proved to be feasible.

One recent proposal, put forward as a health and safety measure, was for a minimum size of factory which could be permitted in the EC. The problem was that while a factory in Germany wants to maximise the northern light its counterpart in Spain wants to reduce the glare of the sun.

"We don't want a proposal that closes down every business in Spain," says Mr Mayhew. The task force intervention may not have stopped the proposal but it has managed to extend the period during which the new legislation would take effect.

Another area to which the task force has been paying close attention is the need to make the community's research and development programmes more accessible to the smaller company. Programmes such as Brite, covering basic research into industrial technologies, and Esprit, which looks at information technology, were initially dominated by the larger companies. It is they which have the resources to establish international links and to liaise with the Brussels bureaucracy.

The drawback of this policy, in public relations terms, is that the commission cannot adopt a high profile to the smaller company. Despite this handicap, Mr Matutes is clear there is still a lot to be done for the smaller firm. "A single internal market creates an enormous challenge for the smaller company," he says. "We want to convert that into an opportunity."

Most small firms remain mystified

which would duplicate national initiatives. So, for example, the guichets are sited in existing business information centres though their staff are given special training.

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Italy

Causes for complaint

"ITALIANS HAVE an entrepreneurial vocation," claims Franco Muscara, deputy chairman of Confindustria. Mr Muscara, who is the representative of small businesses at the industrialists' association, believes that small and medium-sized manufacturing firms thrive because many Italians want to be independent and run their own businesses, and because experience shows that there are profits to be made.

State encouragements and assistance are clearly not the reason for the flourishing condition of the firms on whose behalf Mr Muscara is working. "Apart from regional development funds and financial support for research

The machinery of government is more a hindrance than help

and technological innovation, which are available to companies of all sizes, small firms receive nothing from the state," he says.

With a smile he notes that "managed workshops" and subsidies for consultancy advice are not part of the system within which his members operate. Nor do science parks form part of the Italian business and manufacturing fabric. "Though the Lombardy and Piedmont regional authorities have made appreciative noises about science parks, they are certainly far from being a reality in Italy," says Mr Muscara.

Indeed, he considers that the machinery of government is more of a hindrance than a help to the development of the country's small businesses. A modern and efficient administrative framework is missing," he claims, describing firms as having to "work trying to function without sufficient support."

"Public services - like telephones, post and transport are poor. Bureaucracy is slow, too complicated and is studied with mechanisms which are difficult to understand. Laws are invariably badly written," complains Mr Muscara. He says that small businesses are handicapped by large external diseconomies of scale. Big corporations are able to spread the costs of dealing with the bureaucratic machinery of government, while small firms have to absorb these costs in their turnover.

Mr Muscara also takes issue with the tax authorities. He considers that the anticipated payment of corporate income tax in November, based on the previous year's results, is an onerous penalty, particularly because recovering tax credits is such a lengthy process.

Italy's manufacturing companies currently have tax credits of between £30,000m and £40,000m. But there are delays of two to three years before VAT credits are paid, and as much as six years in order to receive payment for corporate income tax credits," he says.

Confindustria is pressing for modifications to fiscal regulations so that firms will be allowed to offset credits against tax which they owe. This would be a particular advantage for small businesses. "Large groups are already able to operate in a tax efficient way, by manipulating profits between companies," observes Mr Muscara.

David Lane

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SMALL BUSINESSES 8

GOVERNMENT CONTRACTS are big business but too many opportunities are missed by the smaller company. The Ministry of Defence, for example, places 40,000 contracts a year through its main headquarters purchasing departments and many more through its local buyers. Last year it spent no less than £8.5m on equipment and a further £3.2m on items such as construction work, transport, fuel and clothing.

While a large part of its demands are for sophisticated weaponry, a sizeable proportion is for anything from boots to breakfast cereal. Gaining access to this market, however, can prove a nightmare to the smaller company, unfamiliar with the ways of large buying organisations. The MoD has no fewer than 1,200 buyers and finding which one is relevant to a small company's particular area of expertise can be a time-consuming business.

Despite these difficulties, which in the past have led many a small company to give up in despair, the picture is starting to change. Under government pressure for the public sector to

reduce its costs and increase competition among its suppliers, the MoD, the National Health Service and other public sector organisations are starting to take a more positive attitude to the smaller supplier.

Not that government policy is aimed specifically at favouring the small company. It is just that, frequently, the only way to introduce competition into markets dominated by a handful of large companies, is to let the small business in.

The main thrust of this new official policy has come from the Central Unit on Purchasing, a Treasury department set up in July 1985 to help the government get better value for money.

Headed by Mr Mike Willcox, a former general manager at Shell UK, the unit aims to shake up the inertia in many government departments.

Many have got into the habit of placing large orders with a circle of old-established suppliers when needs might be met more economically by placing smaller orders on a local basis and involving more small firms.

The government is opposed, however, to the idea of reserving

chunks of public sector purchasing for the smaller firm. Set-aside, as they are known, are common in the US and are allocated to defence contractors or businesses run by ethnic minorities. The British government feels that such quotas distort the market and do not increase competition.

The NHS set up its own procurement directorate in January 1986 to improve the purchasing practices of its 14 regional health authorities. It wants to develop more sophisticated ways of comparing prices paid by the NHS and other organisations and is starting to develop regional centres of excellence. The northern region, for example, specialises in the purchasing of textiles and disposable paper products.

The MoD is most explicit in its wish to encourage the small firm

It set up a Small Firms Initiative in November 1986 to take a far more active role in finding new suppliers. "In the past people would usually apply to become registered contractors," says Mr Errol Grieve, head of the small firms team. "Now we go out and look for them." This is achieved by distributing information through chambers of commerce and enterprise agencies and by attending defence equipment exhibitions. The aim is to increase the small firms' share of MoD spending from 13 per cent in 1986/87 (though the figure takes no account of subcontracting work carried out by small companies for larger prime contractors).

One company to benefit from the Small Firms Initiative was Atlas Management, a Birkenhead-based manufacturer of identi-

tity labels with a staff of just seven and turnover of £250,000. After trying in vain for two-and-a-half years to make a sale to the MoD Mr Eric Hearn, the managing director, met Mr Grieve at a roadshow organised by his local chamber of commerce. After the meeting Mr Hearn says he found the MoD much more responsive and finally sold a system for labelling uniforms to a naval training establishment.

Even when the smaller company finds the buyer responsible for its sector of the market it can prove difficult breaking into an existing circle of suppliers.

Bureaucratic inertia can mean buyers prefer to stay with companies they know rather than trust an untried newcomer.

How to do it is explained by the Small Firms Service, the Department of Employment's

advisory organisation. Once a company has identified the purchasing department it feels is most likely to need its products it should write, describing what it has to offer in non-technical language. The company's normal trade brochures should also be sent.

The company should describe the full product range so that its application can be sent to as wide a range of buyers as possible. The initial application should indicate the company's track record in selling to large companies or nationalised industries.

Once the company has established that there is likely to be a demand for its products it should apply for acceptance on the list of approved contractors. It will have to fill in a questionnaire and may have to allow inspectors onto its premises. The aim is to find out

whether the company is properly organised and financially sound. It will have to show it has the proper quality assurance systems in place.

If a company is turned down it should consider whether it has given enough information about itself and whether it has approached the right departments. "Within sensible limits a degree of persistence may be worthwhile in establishing you as a serious applicant," the Small Firms Service notes.

If a company gets onto a list of approved contractors but is unsuccessful in its bid it is usually justified in asking why it failed. Government departments are increasingly willing to explain what went wrong. "We recognise the value of constructive debriefing," says the MoD.

An important advantage in supplying government departments is that bills are usually paid promptly. The MoD, for example, promises to pay its monthly bills within seven days of the agreed date — a speed few private purchasers are ready to match.

Charles Batchelor

Marketing

Help with spreading their wings

"WE HAD not given much thought to marketing," says Gill Stiff. "We were starting a business, most of your time and energy goes into getting the show on the road." In her case, the show was the Tropical Butterfly Garden, at Cleethorpes in South Humberside, which she runs with her entomologist husband, Keith, and two friends, Ralph and Liz Fitchett, whose hobby had been breeding spiders until they discovered butterflies.

With help from the Department of Trade and Industry and Cleethorpes borough council, the quartet opened the garden as a tourist and educational attraction in April last year. They have around 40 different species of butterflies and, depending on the weather and time of the year, hundreds can be seen in flight.

"It quickly became clear after opening the garden," says Gill Stiff, "that we had to get our marketing act together. We realised that we had to extend our appeal beyond local schools. We had to draw people in from what distance they were prepared to travel at weekends."

"We had to identify our market, in fact. Who were the people coming in? How far had they

come? What time of year were they coming? On which days of the week? How much were they prepared to spend?"

Observation gave them some answers. Elderly visitors clearly preferred mid-week visits when children were at school. A questionnaire, drawn up with help from Humberside County Council, provided them with some feedback from customers.

But they turned to the DTI for help in putting together a comprehensive marketing strategy. Through the DTI scheme, a Grimbsby consultancy, Cravent Marketing, was given the job of sorting out the problems and giving new direction to the business.

Since then, two of the business partners have attended further marketing courses, organised locally under the auspices of the Manpower Services Commission. "So far everything seems to be working out," says Gill Stiff. "We now have a much clearer idea of who our customers should be and can direct our advertising to them."

"None of us knew anything about marketing when we started. The professional help has been invaluable."

An equally enthusiastic endorsement of the DTI scheme comes from the opposite corner of England, from Bristol Brandy, a company set up by chairman, Charles Reid, and managing director, John Barrett, under a Business Expansion Scheme in early 1986.

The company handles special brands of spirits from more European countries but its main speciality is importing newly-distilled brandy from Hines of France, to be matured in the right, damp conditions over 15-20 years and then bottled and sold as a fine, pale, vintage cognac.

Barrett first went to the DTI for design help to produce distinctive labels for his goods. Then feeling the company "needed an extra push", sought marketing advice and support from the DTI last summer. Under the DTI's scheme, Simon Davis, a Berkshire marketing consultant, was brought in to look over the operations. "He seemed to take a real personal interest in the business," says company administrator, Patricia Hammond. "He became much more than an adviser. He showed us different options, explained problems and risks, estimated costs, pointed

out opportunities."

Out of the marketing strategy that Davis helped put together came a drive for new export markets. Invaluable support then came from the British Overseas Trade Board and the Central Office of Information. Bristol Brandy was already exporting to the US and Canada. It now supplies customers all over Europe — not least in France, the home of cognac.

The company also benefited from Davies's personal contacts in other businesses and, nearly a year later, still consults him from time to time as problems arise. "We all regard him as a sort of family counsellor," says Hammond.

Butterflies and brandy — two very different business activities but both beneficiaries of the specialist marketing advice that is available under the DTI's Enterprise Initiative.

This offers a self-help package that covers business planning, financial and manufacturing systems, design and quality control as well as marketing.

The usual procedure now is that, after first contact through one of the DTI's regional offices — recently increased from 7 to 34

in England — an enterprise counsellor will spend up to two days with a company to carry out a business review.

He or she will recommend which of the scheme's consultancy initiatives can best help. In the case of marketing, a consultant — substantially qualified and experienced — will be chosen by the Institute of Marketing and its "sub-contractors", the business schools at Strathclyde, Saiford, Warwick and Cranfield.

DTI fees half the cost of between 5 and 15 man-days of consultancy. In assisted areas and urban programme areas, it pays two-thirds. "What we have sought to do," says a DTI official, "is to take the pain out of getting good outside expert advice into a company 'as and when' it is needed in critical areas of management."

With a £74m budget for this year, the DTI aims to fund 1,000 consultancies a month. Over the next three years, its aim is to reach into at least 20 per cent of the country's manufacturing sector.

Since Lord Young launched the revamped scheme in January, applications have been pouring in at the rate of more than 70 a day. Two-thirds of the applications come from businesses with less than 25 employees; half of the applicants are seeking marketing help and advice.

There is now a quite sharper rate of take-up in Scotland, the

North-East, North-West, and Humberside, than in the South-East. There is a healthy number of applications, too, from Wales. Lord Young's use of advertising in launching the programme may have stirred political controversy, but it has also clearly stirred a great deal of action among small businesses.

Tony McBurrey, director general of the Institute of Marketing, says: "The response has been absolutely phenomenal. It shows again how crucial this sort of service is to small business. But it

also indicates that British business is on the move again, that it has got its costs and production into pretty good shape, and is now eager to get into the market place."

Philip Rawstorne



From left: Keith and Gill Stiff; Ralph and Liz Fitchett

Co-operatives

Marketing the way forward

IT IS not just the "wholefood and sandals" image that has prevented co-ops from accounting for around only 2,000 of the 1.7m small businesses in the UK.

A recent Open University report pointed to a shortage of business skills and experience, the difficulties of obtaining finance, and limited appeal to many entrepreneurs, put off because co-ops entail having "to share both the rewards and control of the enterprise".

Mr George Jones, director of the Co-operative Development Agency (CDA), a quango set up under the 1976 Industrial Common Ownership Act, traces setbacks to the last century when some co-ops were taken over and dissolved by larger companies. "The co-op didn't help either," he adds, referring to the failure in the 1970s of the Scottish Daily News, Kirkby Manufacturing and Engineering, and Meriden.

The Scottish Daily News was started as a co-operative venture from scratch, and was arguably the most spectacular failure of the three; KMS and Meriden were rescue attempts of conventional companies.

A study commissioned by the London Enterprise Agency and National Westminster Bank came to much the same conclusions as the Open University report: "Britain has not shown the same enthusiasm for co-operatives as some other European countries. The co-operative movement in Britain has lacked the political commitment from the Government, the banks and other institutions. Legal and financial support for co-operatives is not as formalised or as favourable in Britain as it is elsewhere."

Perhaps surprisingly, however, the Thatcher Government has been moderately supportive of the co-operative principle. There have been ambitious plans to replicate on Teesside the famed Mondragon co-operatives of the Basque region — a £200,000 grant for this project has been made available for a second experiment.

Progress has been made, too, on new financial structures that should enable co-operatives to benefit from the Business Expansion Scheme. (This will go some way to dealing with what has

been a major stumbling block up until now — the difficulty of reconciling the need for external finance with the necessity to preserve total control by employees.)

There has even been a co-operative share issue in the past year to build up a venture capital-type fund to finance new co-operative businesses. The issue was launched by Industrial Common Ownership Finance, the financial arm of the Industrial Common Ownership Movement, the long-established national co-op support agency and membership organisation.

Mr Jones, while enthusiastic about the basis of worker co-operatives — "the three Ds: dignity, democracy, division for the common good" — accepts that growth in other forms of co-operation is likely to be faster. One particularly promising development, already well-developed in France, Italy and in the UK agricultural sector, is the marketing co-operative.

Marketing is the weak spot in the operation of many conventional as well as co-operative small businesses. The idea behind the marketing co-op is that promotion and advertising — time-consuming, expensive and often neglected — can be more effectively organised if businesses get together in marketing groups.

A separate company is set up (registered either as an industrial and provident society, or incorporated as a company limited by guarantee) solely to act as agent for the member businesses. The directors of the company are drawn from each business and — fundamental to the concept — it is one business, one vote.

Member businesses may already be known to each other, they may be working in different parts of the same industry, or they may even be competitors.

There were early worries that agreements between such businesses could come unstuck when scrutinised under the 1976 Restrictive Trade Practices Act. In practice it is unlikely that many marketing co-operatives, with proper advice, would fall foul of the Office of Fair Trading.

There are even some indications that bona fide marketing co-ops could become exempted in the

near future, as agricultural co-ops already are.

The Co-operative Development Agency has been given a modest government grant to promote marketing co-ops. Legal structures have been worked out, there are model agreements, and "hand holding" for groups getting off the ground is a key feature.

Mr Dervik Oakley, one of the CDA staff working on the project, has a horticultural marketing background. His interest is "entirely practical, rather than ideological" and he is anxious to see conventional businesses, particularly those with exporting ambitions, taking advantage of joint marketing.

One of his problems, however, is the dearth of successful up-and-coming marketing co-operatives to point to. There are currently around 60 "probables" in the pipeline, but the majority of these are still in the planning stage, but to be the small ones to succeed. These are interesting in their own right, but there is not a great deal "to set the entrepreneurial pulse racing," observes Mr Oakley.

The Intelligent Building Group (IBG) could be the first real breakthrough: the group includes some impressive construction industry and computing names, as well as small, lesser known, businesses. All are involved, in one way or another, with the concept of the "intelligent" building, in which communications are planned from the start. Flexibility is built in so that new developments in technology can be incorporated.

The dozen individual members include representatives from: the computers and telecommunications wing of PA Consulting Group; quantity surveyors Northcroft; Neighbour and Nicholson; civil and structural engineers; Brian Moorehead and Partners; system planners; Mead for Industries; and Duffy Kiley Giffone Worthington, space planners and architects.

No one company could itself design as well as construct buildings in this area of fast-moving technology without drawing in other specialists. By getting together, IBG argues that the client, as well as the member businesses, benefit from simplicity.

Mr Oakley cites the example of a company "buried in Dorset, making very high tech measuring instruments for the atomic energy industry. They want to sell abroad but haven't got the time. If they could get together with other back room high tech businesses they would be able to employ someone to do the marketing."

Co-operative Development Agency, Broadmead House, 21 Fenton Street, London SW1Y 4DR. Tel: 01-593 2932.

Diane Summers

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SMALL BUSINESSES 9

A guide to government-backed and approved schemes

Training aims to change the working culture

ARE entrepreneurs born or made? Motivation, drive and a keenness to support oneself have always been seen as prime requirements for small business success but, given the right training, many more people are proving capable of competing alongside the "naturals".

The right training also helps reduce failure rates among all types of small businesses by equipping owner-managers with better skills. This is important because one-third of new jobs is generated in businesses employing fewer than 20 people.

Enterprise

Breaking the barriers down

A SECOND-YEAR engineering student, working for a small engineering company during his summer vacation, completes a 40-page report on the market for a special valve his employer is planning to produce.

A chemistry student, carrying out a similar vacation secondment with a small pie-making business, solves a problem the company had with keeping its equipment clean. She then works on a project to find the ideal thickness for the pie crusts. For good measure, the same student advises the company's owner on the training needs of his staff and negotiates a £10,000 grant from the Manpower Services Commission to carry out the work.

Another chemistry student joins a small manufacturing company which is moving premises. Again, working in his summer vacation, the student devises a more logical lay-out for the company's production line in the new factory to replace the cobbled system previously in use.

Students have been far more likely to join a large company involved in the 'milkround'

These were the stories of just three of the 110 students who took part last year in a programme designed to give science, engineering and business studies undergraduates experience of working in a small company.

The project, funded by Shell, UK and the government, and known as the Shell Technology Enterprise Programme (Step), is just one of a number of initiatives to have been launched in recent years to give undergraduates and even schoolchildren a taste for enterprise.

Serial attempts are being made to break down the barriers between the business and academic worlds. In the past, when students have contemplated a career in business, they have been far more likely to join a large company involved in the recruiting "milkround" than to consider self-employment or work with a small firm.

University and college careers advisers often dismiss the smaller company, which usually has no formal career structure or obvious prospects of advancement, and steer their charges towards the relative security of the large concern.

Yet the qualities graduates can bring to a job — including the ability to use external sources of information and skills in dealing with others — can be invaluable to the small company.

Employing graduates can be an eye-opener for the small business owner. Most have not considered taking on a graduate, would not know how to go about selecting somebody even if they wanted to, and regard graduates as possessing theoretical skills unsuited to the practical business world.

The Step programme started with just 20 students in 1986 but expects to take up to 150 this year. The initial requirement that the students come from the technical disciplines has been relaxed and arts undergraduates may now also take part.

While this programme appears similar to the traditional sandwich course, in practice it is very different. A sandwich course placement is intended to turn out a better engineer, accountant or manager, explains Mr David Mullen from Durham University Business School, which has worked closely with Shell on the programme.

By contrast, participation in the Step programme is expected to make the individual more enterprising, give him or her the confidence to take decisions, change things and use initiative.

The sandwich course student would be closely supervised: work within his or her own field of study and would usually be placed with a large company. Step participants would be expected to use common sense and knowledge in unfamiliar areas, would be given lots of freedom and would work with a small company, Mr Mullen says.

Similar in some ways to the Step initiative is the Graduate

Small wonder that here is an area where the Government does not leave things to market forces by relying solely on the "born entrepreneurs" to carry out its policy. Its Training for Enterprise (TFE) programmes aim to equip potential and existing small business operators with the skills to launch, manage and develop their businesses.

Britain lags behind competing industrial nations in this sort of training. The Manpower Services Commission (MSC) — shortly to be renamed the Training Commission — is working hard

to close the gap and will relaunch its training strategy in September to simplify the wide range of available schemes.

However, the principles behind TFE will remain: if attitudes towards training, personal enterprise and employment can be changed, then there is a greater chance of changing the predominant, dependent pattern of most British working culture.

This has developed over generations because most people regard themselves as employees rather than as entrepreneurs and employers. The old, non-enterprise culture is strongest in depressed areas with the narrowest economic bases and the smallest proportions of small businesses to big ones.

There is therefore likely to be plenty of training available — and at no or low cost to the small business — for the foreseeable future. Increasingly, more courses are being run in evenings or at weekends, recognising that most people cannot afford to take time off in the day or during the normal working week.

There is also a trend to "open" learning, where the learning process is by self-education through manuals, videotapes and tutorial projects. However, the bulk of provision is through "training providers", such as universities, polytechnics, further education

colleges and institutes, enterprise agencies, chambers of commerce and private consultants.

Many of these run various Government-backed and approved schemes such as those outlined here.

• Start-up programmes teach basic management and business skills, as well as where to go for help or advice from Government, local authorities, enterprise agencies, private sector consultancies or small business clubs. About 70 per cent of participants start up a business and their failure rate of 10 per cent in three years is much better than the national average of 36 per cent. Some courses have eligibility conditions but the basic qualification is to have an idea that can be developed into a business. The MSC bears the full cost of training and may offer income support.

• Students on subjects such as financial control, taxation, marketing and so on are aimed at existing businesses to help them improve performance and expand.

• New Enterprise Programmes (NEP) are for ventures with the potential to employ 12 people after two years, with the prospect of more growth to come. They are offered by four leading business schools. Four weeks of full-time training in business

strategy is followed by a 12-week launch period with expert support from the school and market research help from the MSC. A part-time version is also available called Firmstart spread over six months. Graduate Enterprise Programmes are also a modified version of NEP, offered at 10 centres, and aimed at graduates from any discipline wanting to go into self-employment. The four weeks of training are supplemented by six months of counselling or further tuition.

• Business Enterprise Programmes (BEP) are the most widespread form of training available, with 600 training providers. A BEP normally lasts seven days, the time being for familiarisation, with the option to opt out if a participant decides self-employment is not what they want after all.

The remaining six days come in three blocks which can be completed over five weeks. There is also a BEP programme for graduates which offers a three-week full-time course followed by three months of counselling. There are other BEP variations for young adults or involving open learning. A Mini-BEP variant of two days' training separated by a week's homework is being tried out in some regions and may form the basis of training for people joining the Enterprise Allowance Scheme in the future.

• Management Extension Programmes place unemployed executives in small businesses to work on projects expected to achieve growth. The executives receive three weeks of full-time training in special techniques of small business management, and then do a 12-week stint with a small business. This improves employment prospects of formerly big-company executives — about 70 per cent find jobs soon afterwards, many with their host firms. The Graduate Gateway Programme is a variant of this, aimed at introducing graduates to small businesses.

• Private Enterprise Programmes (PEP) are a series of 13 training modules, each covering management skills such as book-keeping, taxation, basic accounting, and so on. Each module has a workbook, which is worked through in a one-day seminar. Target trainees are owner-managers who need to consolidate or develop their management techniques, but the modules are equally relevant to people wanting to go beyond the basics of a BEP.

Advanced open learning materials are being developed under Government contract by Cranfield Business School and the Open University. These have yet to be thoroughly tried out but the



There is a trend to "open" learning through manuals and tapes

quality is expected to be high. Existing networks of training providers may be used to ensure easy access and support.

A new concept to be introduced in September by the MSC is that of the training agent who will be responsible for recruitment of trainees, counselling, assessment of specific training needs, and planning the appropriate training.

Ian Hamilton Fazey

"If you work for yourself, they'll work for nothing."



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Charles Batchelor

SMALL BUSINESSES 10

Ian Hamilton Fazey looks at the public sector advice available

Initiative should make help more accessible

THE YEAR'S most important development in public sector help for small businesses has been the Enterprise Initiative of the Department of Trade and Industry.

There has been some criticism of the initiative because it has abolished automatic regional development grants, while keeping selective, discretionary aid in the UK's assisted areas, but the DTI says that the aim is to stop aid going to big companies which do not need it.

Instead, help is to be targeted. This looks like being very useful for established smaller businesses which want to grow or for less secure ones which need to improve their management techniques or stabilise themselves.

The way in is simply to ask the DTI, using one of the offices it has set up in a network throughout Britain. The address of the nearest can be obtained by telephoning any DTI regional centre.

Help comes initially in the shape of two days free consultancy. This is a diagnostic exercise, pinpointing what a business needs by way of advice. The DTI will then meet up to two-thirds of the cost of employing external consultants skilled in particular techniques.

Marketing, design, quality, advanced manufacturing, business planning and financial and information consultancy schemes are available.

The simple way in which the enterprise initiative is supposed to work may help overcome the main problem

about public sector help and advice for small business is not so much that there is not enough of it, but that it is fragmented and tucked away in what at first appears to be a bureaucratic maze.

Help is available for start-up; expansion; innovation; acquiring computer skills; marketing; exporting; reclaiming land; obtaining technical advice; consultancy; improving energy efficiency; training; and many other specific business needs.

There are several broad principles to bear in mind when trying to understand the maze and how to get through it, and a number of useful organisations.

ASK SOMEONE THE WAY

The Government's Small Firms Service (SFS) or most enterprise agencies are prime sources of independent guidance about what is available and whether an individual or business qualifies.

The Small Firms Service offers advice and counselling for owners and managers of businesses employing up to 200 people, or people thinking of starting up. It is complementary to enterprise agencies, which may well recommend SFS help.

The SFS operates through 13 Small Firms Centres and more than 100 area counselling offices. Counsellors are usually highly experienced professionals. A comprehensive range of material is available gratis, covering such subjects as employment law;

bookkeeping; management accounts; marketing; exporting; selling to big business; starting your own business; and tendering for Government contracts.

The first three SFS counselling sessions are free, followed by a charge of £20 per session for the next six. The SFS is operated by the Department of Employment in England, and the Scottish and Welsh Development Agencies over the respective borders.

Contact is by dialling 100 and asking for Freefone Enterprise, but be prepared for a wait — most offices are dealing with record levels of inquiries.

However, any business can do much to help itself by getting hold of one or more publications cataloguing sources of aid. There are several on the market, usually published by firms of accountants, consultants or the clearing banks at nominal prices.

A new one worth looking at is Binder Hamlyn's "Government Help for Your Business", which is to be updated twice yearly.

It divides up the maze into easily digestible sections, such as training and employment; general investment and development; advisory schemes; research and development; exporting and tourism. Non-clients of the practice can get copies at £5 each from Binder Hamlyn Regional Development, Swindon SN1 5JA.

LOCATION

Many forms of financial aid are only

available in assisted areas, defined generally by the extent to which their unemployment rates exceed the national average. Special help on innovation is available for small businesses, for example, so choosing where to locate or expand, may be crucial to qualifying for aid. Full details are obtainable from the DTI.

The right location can also provide a source of cheap money from BSC (Industry or British Coal Enterprise), which have substantial funds to give or lend to businesses creating jobs in steel or coal closure areas. Any business qualifies — it does not have to be set up by redundant miners or steelworkers.

The same principles will apply in West Cumbria, where British Nuclear Fuels has set a £10m fund to help restructure the local economy for when building work slows down at Sellafield in the 1990s.

LOCAL AUTHORITIES

Many have discretionary schemes covering such things as rent or rates relief; low-cost mortgages; short-term loans; land purchase subsidies; and employment grants. Usually schemes are linked to job-creation or saving jobs, and applicants have to demonstrate that without the help involved a project would not proceed in terms of size, location or timescale. Details are best obtained from a local council's industrial development officer or planning department.

DEVELOPMENT AGENCIES

Wales and Scotland each have a development agency, based respectively in Cardiff and Glasgow and will send details of assistance they can offer on application. In Northern Ireland there is an Industrial Development Board and a specialised, highly effective, small business agency called the Local Enterprise Development Unit. Both are based in Belfast.

REGIONAL AGENCIES

A quasi-development agency has been formed for the North-East and Cumbria called the Northern Development Company (NDC), in Newcastle upon Tyne. This is a partnership of public sector and private sector interests. It is developing a wide range of aid for business in the region, including organised briefings from buyers on bidding for offshore work, international aerospace contracts and other projects so large that most smaller business are usually put off.

Other agencies worth approaching are the Greater Manchester Economic Development Corporation and Lancashire Enterprises Limited, the latter based at Preston. Each is a sort of hybrid development/enterprise agency/board. The enterprise boards of Yorkshire Enterprise Board in Leeds and those for the West Midlands in Birmingham and Merseyside in Liverpool can also help.

ENGLISH ESTATES

This is the Government's property building and marketing agency. It builds mostly advance factories, usually for local authorities or Government agencies, but will also design and build bespoke ones, as well as taking part in some office developments.

Its policy is changing as the economy picks up. It will leave all but the most difficult areas to the private sector, except where building a bespoke factory. This is contributing to a factory shortage in some areas which is likely to persist until private developers can take up the slack.

RURAL DEVELOPMENT COMMISSION

The Council for Small Industries in Rural Areas, which functions as a one-stop shop for anyone employing fewer than 20 in an area with under 10,000 inhabitants, goes under this title from this month, as does the Development Commission, of which Cosira was the small business arm. Functions are now combined — the commission was responsible for劝诱 factories, usually built by English Estates, while Cosira provided business advice, consultancy and training — so there should be better one-stop shopping. There are loans and grants for buildings, plant and equipment. A network of offices

is organised mainly on a shire county basis.

URBAN DEVELOPMENT CORPORATIONS

The success of the London and Merseyside originals has seen others designated for Greater Manchester, the Black Country, Teesside, Tyneside, Sheffield and Cardiff. There are also "mini-UDCs" — with smaller budgets and smaller areas — in some inner cities.

Small businesses can benefit by bidding for work from the UDCs themselves (particularly professional consultancy during the early years of land reclamation and building) and then through the availability of then low-cost, well-managed and secure workspace, or through the opportunity to set up in up-market retail developments such as Liverpool's Albert Dock village.

ENTERPRISE ZONES

There are 26 in Britain, each with a 10-year holiday (from their date of designation) on local authority (though not water) rates and the freedom to relax or accelerate some planning and administrative controls. Freedom from planning constraints may be a real boon, especially if the planning authority is a UDC and the zone is in its territory — the Isle of Dogs in London is one case of this and the Trafford Park UDC in Manchester is another.

Case study/Norfrost



Norfrost on the production line

Profits from a lot of cold air

NORFROST IS arguably the Grant's self-taught fair for marketing. Norfrost now employs 135 people. In the year to May 1987 it had sales of £7.5m on which it made profits of £1.5m. This year it expects turnover of about £10m, on which it expects to make pre-tax profits of £1.5m and there is an intention of seeking a quotation on the Unlisted Securities Market.

Its recently expanded 100,000 square foot factory makes about 150,000 fridge freezers a year and exports about half of them to Europe, the US, and even to Japan, south-east Asia and the Gulf states. Last autumn it produced its millionth fridge freezer.

The Grants believe there is world market potential for up to 1m units a year and would like to have 20 per cent of that market.

Norfrost believes part of its success is due to the high quality of its products. It makes as many components as possible in-house. The company has a sophisticated machine shop which can carry out most repairs but it also carries several weeks' stock of precision components. The working climate is stable and productive and the company has not lost a day's production for seven years. On top of that comes what is evidently an inspired approach to marketing.

But to make a success of such a business in Caithness requires paying attention to logistic factors that would be unimaginable to most other companies. To solve the transport problem Norfrost has, in effect, entered the haulage business, investing in its own transport fleet of 10 Scania tractor units and 26 articulated tractors. The trucks are able to deliver fridge freezers to any part of Britain at a cost of only 22 each.

The clever part is that to make the run economic the fleet brings in not only the company's own raw material requirements but also picks up and delivers goods for other customers in this part of Scotland.

James Buxton

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P R E S S F O R A C T I O N



SECTION IV

FINANCIAL TIMES SURVEY

The late 1980s is a testing time as the industry contends with a rising pound, writes Alice Rawsthorn.

Restructuring has brought improved management, investment and productivity, but weaknesses remain, including plant that is often less modern than that of European rivals.

Recovery, not resurgence

TO MOST of the UK's textile manufacturers the 1980s has been a period of painful recovery from the dark days of the early part of the decade when the industry, like every other area of manufacturing, plunged into recession.

By any objective measurement that recovery is now complete. The days of cuts and closures are over. The textile plants of today are equipped with more modern machinery and run by more progressive managers. Productivity and profitability have risen in response.

It would be erroneous to talk about textiles as an industry in resurgence: most manufacturers are still less competitive than their West German or Italian counterparts and very few have mustered the confidence to invest in new capacity. But it has undoubtedly hauled itself out of the doldrums to reach an equilibrium.

However, in recent months economic events have cast a cloud over the industry's prospects. The chief cause of concern is currency. The combination of a rising pound and a declining US dollar threatens to increase the flow of imports and cut exports. This could not only destabilise the industry, but might also jeopardise

the progress made so far in the decade.

"There is no doubt that 1988 will be a difficult year for textiles," says Mr Martin Taylor, managing director of Courtaulds Textiles. "The restructuring so far has been carried out against a background of strong retail sales and a competitive currency. Retail sales are no longer so strong and currency is a problem."

Moreover, most of the easy rationalisation has already taken place. The scope for improvement is now more limited. The next year or two will really test the success of the industry's restructuring.

This restructuring followed the economic recession of the early 1980s which dealt a devastating blow to textiles. The industry had, flourished until the post-war era when it faced the parallel problems of an influx of low cost imports from the fledgling industries of the Far East and the emergence of West Germany and Italy as competitors in Europe.

These were compounded by the industry's own structural weaknesses: poor management and inadequate investment. In the early 1980s, when customer spending collapsed and sterling crumbled, all the problems came

to a head. Some companies lurched into losses. Others were forced to close. Thousands of textile workers lost their jobs. In the darkest days, the year between 1980 and 1981, a mill closed almost every day.

The industry of today is the product of the restructuring which followed. The tradition of regional specialisation has survived. Lancashire is still the centre for cotton, Yorkshire and the Scottish Borders for wool, the East Midlands for knitting and Northern Ireland for linen.

Nevertheless, the corporate structure of the industry has

changed dramatically. Some of the old forces remain. Courtaulds is still one of the most powerful players, as is Dawson International in knitwear, William Baird in clothing and Tootal in thread. However the industry's weakness in the wake of recession enabled new forces to emerge. Coats Viyella, Colord and the John Crowther Group have all gathered momentum during the decade. Long-established names like Coats Patons, Nottingham Manufacturing, Fogarty and Carpenters International have disappeared. Crowther itself has succumbed to the same fate. It now faces a bid from Colord.

The painful process of rationalisation did bring benefits. One of the most important was the weeding out of surplus capacity. The Yorkshire wool industry, for example, is still dominated by family firms, yet almost all are specialised and there is little direct competition between them. Similarly the larger groups have retreated from the most exposed areas. Mr Donald Parr, chairman of William Baird, cites shirts as an example. The level of import penetration is very high — about 70 per cent — yet it is, he says, unlikely to increase further because the remaining manufacturers operate within niches

where they have a competitive edge, such as quick response or "traditional English" design.

The industry has also learned from its past mistakes. The culture of management has improved markedly, and companies have invested in marketing and design. Similarly there is increased emphasis on training and even some improvement in the relatively poor pay and working conditions of the workforce.

One of the most dramatic changes is the increase in investment in new machinery. The rapid pace of technological change — with new systems like shuttleless weaving and open end

stitching — has radically reduced the labour intensity of many areas of the industry. Courtaulds alone now ploughs £20m to £30m a year into re-equipping its textile plants.

Productivity has risen by 40 per cent since 1980, according to the British Textile Confederation. Many of the larger groups have achieved greater improvements. Coats has almost halved the time taken to make a man's shirt in the past three years. Alexon has doubled the productivity of one of its clothing plants since the start of the decade.

These improvements in structure, the calibre of management and in productivity have undoubtedly strengthened the industry. Yet it still suffers from inherent weaknesses.

The rationalisation of the early 1980s was beneficial in that it eradicated surplus capacity, but it also left gaps in the industry's structure. The "shoddy" trade — or the process of recycling woolen rags — which once flourished in Yorkshire, has disappeared, thereby removing a cheap source of raw materials for the wool industry. The Italian industry, by contrast, benefits from a thriving shoddy trade.

Moreover, although the UK manufacturers have achieved encouraging improvements in productivity, their plants tend to be less modern than those of their West German and Italian competitors.

As a result UK manufacturers are less productive. Werner, the international management consultancy, recently conducted an exercise to gauge the output per man hour in the production of standard cotton yard. Italy was rated at 100 and West Germany at 96. The UK mustered just 68 alongside France, Spain and Portugal.

And the industry is still vulnerable to sudden changes in demand. Knitwear manufacturers in the East Midlands are now suffering because of the trend away from knitwear to more tailored clothing and leisurewear.

There are already signs that the multiple retailers are sourcing more overseas. Even Marks and Spencer plans to increase the proportion of imported clothing sold in its stores by a few percentage points.

The growth of imports will again be restricted by quotas. But a surge of overseas goods is also damaging in that it depresses prices, thereby imposing pressure on profit margins.

This problem of overseas competition is compounded by the uncertain prospects for consumer

Continued on Page 6

DEVELOPMENTS AT COURTAULDS

Gossard gives Berlei's Gypsy a lift

The enthusiastic trade reaction to the relaunched Gypsy range of lingerie in the past few months has provided the final proof of Courtaulds' successful restructuring of the long-established Berlei business.

Berlei was forced into receivership late in 1985, the victim of declining profitability, investment and, finally, poor quality. But the names and the Ebbs Vale workforce were valuable assets which Courtaulds recognised could fit neatly alongside its existing foundationwear business.

Earlier that year Courtaulds had completed a strategic review of brand foundationwear company Gossard as part of the wider CTG 2000 study (feature, right). Gossard was faced with an almost static market:

in the UK, and in the international league, it was small in comparison with American Playtex and Germany's Triumph brands.

Gossard and Berlei together, provided they were maintained as separate businesses, could still achieve the synergy needed for success in the European marketplace, reasoned John Hall, chief executive of these two companies. Courtaulds chairman Chris Hogg agreed: "I've backed you — if there are any problems, ring me up."

Early in 1986, the Berlei business was moved to a new factory in the valley, and the local MP Michael Foot, formally opened it. "We invited all the buyers down to inspect upon them that we intended to stay in the business," says Hall.

Hall, along with his sales director Keith Ascough, had already reorganised the Gossard business, pulling it out of the frosty foundation garment market into the kind of fashion underwear pioneered by Janet Reger — but aimed at the upper middle market; her catered for by good department stores and independent retailers.

Redesigning the product range was one thing; tightening up the company's rules was pace with accelerating trends in the fashion world was quite another.

Closer contact with customers and faster reading of product trends have allowed a quicker response from the production floor. Warehousing was reorganised to respond overnight, claims Hall.

The Gossard turnaround gave Hall's team vital background for putting Berlei back on its feet. Similar production and distribution methods have been installed in a subsidiary, Newlands Engineering, sells some in-house production techniques to other manufacturers — and a tough new emphasis placed on quality standards.

The wide functional Berlei range is being redesigned to suit international markets. The new Berlei Gypsy brand, for example, now includes a wider range of soft and wired bras, briefs, French Knicker shorts etc, with an emphasis of leg fashion, but still clearly different from Gossard styles.

There is still one way to go before the full Gossard and Berlei potentials are realised internationally — "it's not so much where we are, as where we're going," says Hall.



"Wifey" by Gossard, one of the designs for autumn/winter 1988/9

Bid for world lace leadership

The prospect of world leadership in an expanding £500 million market beckons Courtaulds as it moves to co-ordinate three businesses it bought last year.

The three are all lace manufacturers, an industry draped in tradition, but which since the early 1980s has come back into the forefront of fashion as lace is once more de rigueur in lingerie.

"I feel more confident about the future," says John Heather, chief executive of Laces and Textiles, one of the three. He has been in the lace industry since 1943, and "always before, for every good year, there was always a bad one following."

One of the sources of his confidence is the new opportunities afforded by the link with another of the three, the French Desselles company, based in Calais. David Little, chief executive responsible for all three companies (the third is Long Eaton Fabrics, which he formerly held a 49% share), calls Desselles "one of the world leaders in lace design. The Desselles flair plus Laces and Textiles production efficiency, is a very powerful combination."

Desselles, whose lace grace the bodies of many French women when living and sometimes their coffins when dead, operates on an international scale with over half its sales exported to countries such as Japan, and Italy and joint ventures in the US, Japan and Spain. Little sees great benefits from the growing co-operation between Laces and Textiles and Desselles, and between other companies in Courtaulds' Textiles.

Heather is "starting to question whether our marketing can be done differently", with more detailed coverage of potential customers, and a better selection

of the ranges offered. But creativity must be balanced by productivity, he insists.

Because orders for lace tend to be for very small quantities, success depends on quick response to customer through efficient production. Heather has built his company in recent years on the back of computerisation of both lace machines and office systems.

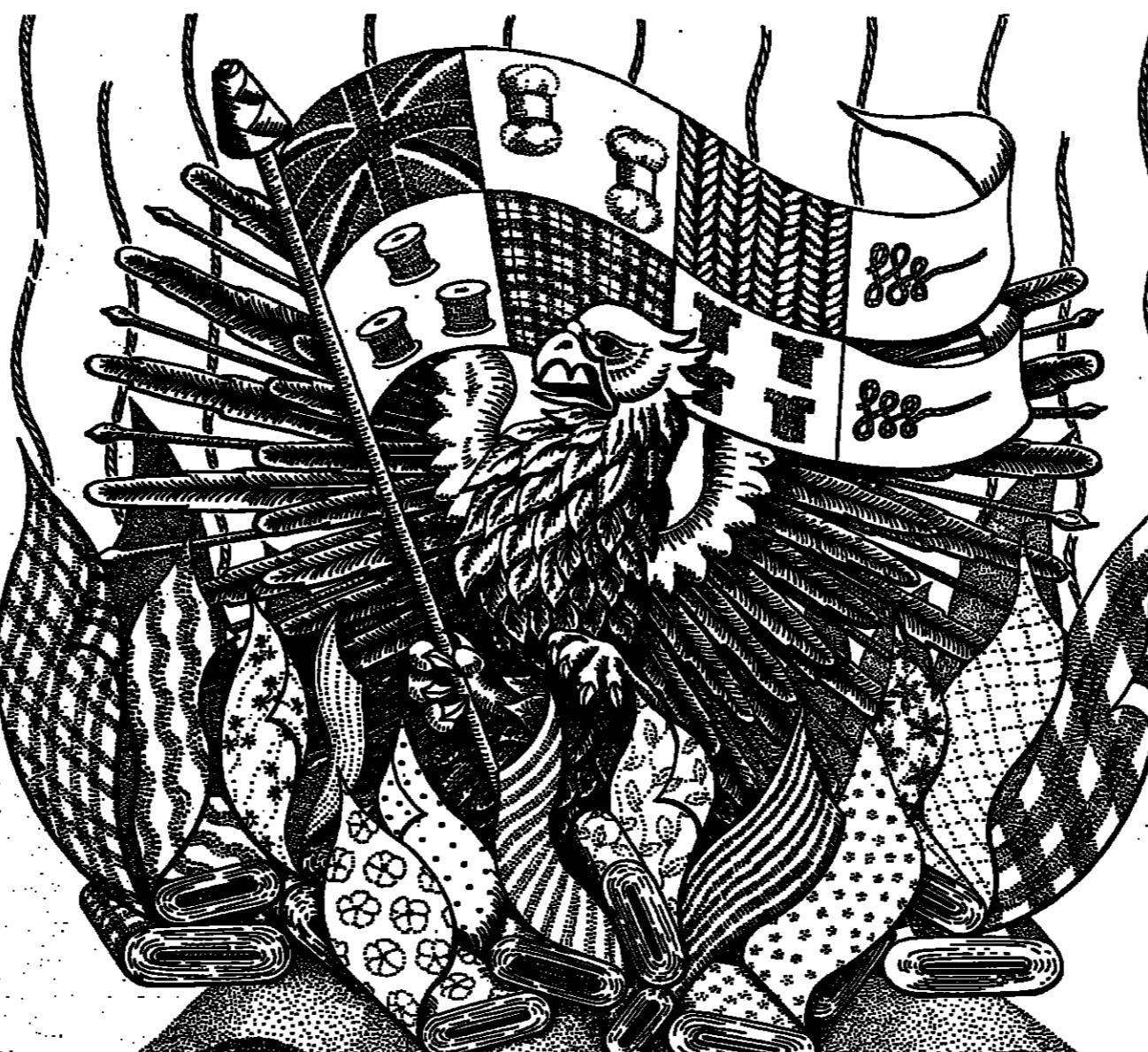
Recent investment has gone into computerised lace machines, which, in terms of pattern complexity, are still no match for the old Leavers machine; but they offer quicker pattern changing and computer control, and are well suited to the majority of user needs.

Heather has now taken over the lace-making activities of Long Eaton Fabrics, and is operating 50 machines, all running 24 hours a day seven days a week. The new cost of a state-of-the-art lace machine is around £200,000, so "you can't afford to have low machine productivity."

Although L&T can accommodate customers' own designs, 80% of the throughput is in its own patterns, and these have been carefully rationalised to reduce change-over time. "We use our knowledge and experience to plot shifts in the market, and our designers create our own collections."

The secret lies in the combination of craft and productivity. Heather has found, and Little is anxious to make use of his "best practice" wherever product has resulted in unacceptable manufacturing efficiency.

"We know how to structure a lace plant to compete," says Heather.



Fashion powers CAP's car fabrics

Nissan's new Palzer medium saloon is the fourth Japanese model for which the Walsall-based CAP is currently supplying upholstery fabrics, and the first for which it is the sole supplier.

CAP, or Courtaulds Automotive Products, has been selling its fabrics to the highly demanding Nissan in Japan for ten years, but, now other Japanese and American manufacturers are beginning to take advantage of CAP's mix of technical and fashion skills, a virtue of growing importance — and is boosting CAP's turnover by 30% to 40% a year.

"The car firms are now riding the fashion tiger; and they can't get off," says Terry Westwood, CAP's enthusiastic chief executive and founder. He claims to run one of the best car fabric design houses in Europe — and European design is the best in the world" — and 60 autumn items his team takes a collection of some 600 patterns round all the major car firms.

That may sound a lot, but he points out that there are 20 makers developing between two and five new models each, in three versions, some 240 different "looks" may be needed each year. Worldwide, the business is worth around £1 billion annually and although "we are still minute", the potential for an international-class producer such as CAP must be responded to.

Manufacturers are coming to rely on trim to differentiate their models, and two years ago, CAP signed up fashion specialist Zandra Rhodes to add her fashion ideas to CAP's collections. This year the new Rover 500 hatchback will incorporate a jacquard fabric for the first time, which allows almost infinite design possibilities. Other Rover models are expected to follow suit.

Westwood, who freely admits that he is "utterly fascinated by a business which has always been a bit of a rogue in Courtaulds because it is really an automotive component company", calculates he has spent two out of the past ten years in Japan, made up of some 58 separate visits.

He places great emphasis on servicing his customers, whom as a matter of policy he tells, "we plan to see you three times a year — or on demand." It helps to keep a check on product quality and consistency and "it makes a customer feel he's wanted."

The high technological demands made on automotive fabrics warrant detailed performance checks. Westwood, originally a textile specialist at British Nylon Spinners, set up CAP for Courtaulds ten years ago to exploit his and his team's technical ideas for trimmable fabrics, combining wavy knitted and woven cloths with resins and foam layers. The aim is to combine the financial strength of a large company with the very sharp, nimble operations at street level, then you're winning."

The assets employed seven or eight years ago to turn out semi-commodity merchandise have either disappeared or been reshaped, he claims, and the priority placed on higher value-added goods, fast and responsive service and quality. But simply ordering such a policy at the periphery, he says, "but if you manage to

Courtaulds new thrust adds profit strength to textiles

MD Martin Taylor aims to balance central direction with local initiative in 100-plus companies in his group, reports Tom Lester.

The bright young design manager in one of the multitude of plants which make up Courtaulds textiles to complete the present atmosphere, is that a few years ago "you know people are staying in the company now because you can see a future for it." What the future as a simple matter of fact comes quite independently a comment made by his group managing director. "In the recession, we neglected the personnel problem, and a lot of people got very gloomy about the company. But now people feel proud of it."

The MD concerned is Martin Taylor, a restless 35 year old, who, 51 years ago was a journalist on the *London Column* of the *Financial Times*. Widely respected in Courtaulds, he would be the last person to claim much credit for the evident transformation in his group's finances as well as its morale, but the recovery, and the unmissable sense of purpose, speak for themselves.

The textile group was stitched together three years ago with a turnover of, well, over the £1 billion mark. It contains over 100 separate businesses ranging from spinning to retailing, and Taylor's aim is to get the right balance between their interests and that of the whole company. "You can easily get the worst of both worlds," he muses, "but if you manage to combine the financial strength of a large company with the very sharp, nimble operations at street level, then you're winning."

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encourage company first in a tough questionnaire about "how do you do things", and then the company spends several days with the local management comparing their systems and performance to group and industry standards, aiming to achieve a knowledge transfer "from the best to the rest".

However, results cannot be achieved overnight. The programme at Courtaulds Jersey, for example, has been running for 81 years, and the results so far are sales per employee of £62,000 — excellent for the Jersey industry. Modern wet knitting machines are run for 120 hours a week producing mainly cotton jersey for leisure wear. The present business was moulded out of a number of units, and chief executive John Stevenson now claims to produce about 10% of the valuable "fleece" sector of this market.

That puts him among the leaders in an expanding if fragmented market. His turnover of £18 million has risen 57% in the last two years, the result, he says, of freezing the trend, and concentrating on being really good at 100% cotton jersey. His own dyehouses at the Leek, Staffordshire plant is "of tremendous strategic importance, and means we can respond to a colour change in a matter of days."

At the other factories in the group, Stevenson and his team have concentrated also on raising quality and the standard of service to customers — as Marks & Spencer takes nearly half its output, you would expect him to be expert in that regard. Careful training of the workforce and keeping them involved through regular briefings and "corrective action teams" which study particular problems have produced dramatic results against an M&S standard of no more than one fault in 10 metres of cloth. Stevenson expects one in 25 metres.

Billing's concern is to raise more of the textile group's operations to the Leek plant's high standards, but, of course, productivity and quality by themselves are not enough. In fact, when the textile group was put together in April 1988, a major strategy review was begun for each of its nine business divisions. Called participationally CTG 2000, the review had to take account of the fact that no overall market growth was expected in textiles in Western Europe, and that prices in real terms were falling at around 2% a year.

Add to those factors the continuing pressure from competitors in

the Far East and developing countries — intensified recently because most Far Eastern currencies are based on depreciated US dollars — and the outlook was, to some extent, rather grim for the rest of the year.

The conclusion was that Courtaulds could still obtain profitable growth from these businesses provided, 1, that the programme of improving quality while lowering costs was continued; 2, that all business units should aim for a quick response to market demands and changes; 3, that they also aimed to become more international in outlook; and 4, the portfolio of businesses should be managed into the available areas of growth.

The strategy review highlighted the price to be paid in increased complexity and therefore overheads when a company sets out to become more flexible and responsive to customer demands. Small orders, short delivery times, tight inventories can be met — and premium prices obtained as a result — if complexity can be managed, it was concluded.

Now business school professors discuss strategic issues with potential chief executives of the component businesses, and some managers are sent each year for a two week course at Clemson University in North Carolina, with the more general aim of raising Midlands textile managers' standards and awareness of what international competition is up to.

COURTAULDS CLOTHING BRANDS

Wolsey **Gossard** **Y FRONT**
Berlei **S Jaszenger** **DUNLOR**
GLENVALA **Lyle & Scott** **KAYSER**
Bretelles

The John Hampden Press

Encouraging managers to try new ways overseas is all part of the programme. "Internationalisation is one of the themes for the next few years," says Taylor. Above: Courtaulds Jersey and Gossard (see this page) have both roughly doubled their export sales, but the group has still to work out how to deploy its corporate strength in particular overseas markets.

Further acquisitions may help. The stringent cash controls needed in the recession have been eased a little, but there's no question of returning to the expansionism of the Keston era. Small purchases like Berlei in lingerie bolster the strategic position of a group business.

TEXTILES 3

Cotton industry

Doing the right things at last



Mr David Alliance, chief executive of Coats Viyella

IN ITS heyday, the Lancashire cotton textile industry claimed to make cloth for the UK market before breakfast on a Monday morning and for the world during the rest of the week.

In recent years employment has contracted sharply in the cotton and allied textile sector. In 1960 the sector had 203,000 employees. By 1980 employment was down to 54,000 and by end of 1987 had almost halved to only 29,000.

The chief culprit is rising imports mainly from the Far East, which the industry has failed to match by increasing exports. Moreover, investment has been lamentable. In 1985 only a third of looms installed in the UK cotton sector were of the faster shuttleless variety compared with about half in Italy and West Germany, and nearly 60 per cent in France.

The Manchester-based British Textile Employers Association (BTEA) estimates there are about 200 sites in the sector engaged in spinning, weaving and finishing. Most are now part of the large groups although over half of 50 or so finishing plants are still in private hands.

The majority of plants are still located in the sector's traditional heartland but there are outposts as far afield as Scotland and the South of England. The sector's main products include yarns, apparel fabrics, textile rental products, household and contract textiles, surgical textiles and industrial materials.

The biggest operators are the two UK textile giants: Coats Viyella and Courtaulds. Tootal, once a major player, largely withdrew from cotton spinning and weaving some years ago and has been sourcing its requirements of basic fabrics from abroad ever since.

Courtaulds' big expansionary phase was in the 1960s and early 1970s when, anxious that rising imports could wipe out its textile customers, it acquired a large part of the Lancashire cotton industry to secure guarantees for its viscose fibres.

Since then, its cotton textile operations have contracted sharply. In the mid-1970s Courtaulds had at least nine mills weaving spun cotton textiles. Four were showpiece, state-of-the-art factories on greenfield sites at Skelmersdale, Wigan, Carlisle and Campbell, with a fifth projected at Belmont near

Durham. By the early-1980s all except two had closed. In November last year Belmont Weaving closed too.

A similar fate was predicted for large parts of loss-ridden Cartwright Viyella when it was bought in 1982 by David Alliance's Vantona (now Coats Viyella). Job losses were minimal, however, and no sites closed.

Courtaulds' strategy has been to focus on downstream sectors such as clothing and knitwear where it has a competitive advantage in being able to offer volume and quick response to meet the needs of large retailers. Woven fabrics for apparel are largely imported.

The BTEA is quick to point out that contraction is nothing new — the peak years for exports and production of cotton textiles were 1952 and 1973. The sharpest fall in recent years was in 1980 when output fell by more than a third. Output rose marginally in 1987 but was still only four-tenths of its level in 1980.

Import penetration is much higher in cotton and allied textiles than in the wool sector. Nearly 80 per cent of cotton cloth is imported against only 41 per cent for wool and worsted cloth. But while the bulk of grey (com-

state) fabric imports come from low cost countries — mostly Pakistan, India and China — most dyed and printed fabrics come from other developed countries including Japan, Italy and West Germany.

Most of the investment in spinning and weaving has been directed at household textiles. In the 12 months to September 1987, household textiles output was nearly a fifth higher than in 1980.

Courtaulds recently spent £2m re-equipping its How Bridge plant. The mill produces yarns for Dorma, its branded household textile operation. Woven quality is all important. Nearby in Unit One which, when opened 10 years ago, was the first new spinning mill to be built in Lancashire since the 1930s.

The group is spending a further £2m on Sulzer air jet looms at Fold Mill, bringing the total invested since the start of 1986 to £2m. It is now looking at re-equipping its apparel fabrics capacity in both filament and staple yarn weaving.

Meanwhile, Louche Textiles which operates a large vertical textile mill at Cramlington, Northumberland, producing bed linen and workwear, recently announced plans to spend £2m over five years in re-equipping the plant with new spinning and

increased by 25 per cent in only a year and the plant is producing double the amount it made 15 years ago. Courtaulds is also investing in spinning to supply its towelling and knitting operations.

Import penetration in cotton yarns, at about a third of consumption, is much lower than in fabrics. Significantly, Courtaulds remains stronger in spinning than in weaving, despite the contraction which, since the late 1970s, has resulted in a reduction in the number of mills from 42 to 28 and a halving of the labour force.

Today there is more design input and re-equipment has started in the group's spinning mills with the latest open end machinery which splices rather than knots yarn breaks, giving long lengths without faults. It has already spent £4.5m at Maple Mill and a further £2m is to be spent on re-equipping its Swan Lane plant.

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weaving machinery.

The days of volume manufacture of basic cotton textiles are long gone. The smart operators have learned how to grow and make profits within a shrinking sector by developing long-term relationships with customers and by focusing on individual niches — household textiles and furnishings, upholstery, geotextiles and short-run, top of the range apparel fabrics — and on downstream sectors like finishing where service is all-important.

Today, finishers are in a potentially strong position. The finishing sector has pulled out of its trough of the early-1980s; in the four years to 1987 output rose 22 per cent to a level 5 per cent higher than in 1980.

The BTEA argues that to look

to history is inappropriate. What is left is more in time with the realities of world trade and comparative advantage. Perhaps for the first time in over 20 years, capacity is in line with long-term demand, rather than lagging behind its downward spiral.

Productivity has improved, too. Only 10 years ago it took nearly 25 people to weave 1m square metres of fabric made from spun and filament yarns; in 1987 it took only 15. Courtaulds Spinning estimates its productivity to have increased by 60 per cent over the same period.

The cotton and allied textiles sector at last appears to be doing the right things, albeit by force of circumstance, and order books are healthy at the moment. It has got out of volume markets where import competition is greatest. It may be leaner, but it is certainly fitter.

However, profits need to be re-invested if the industry is to remain competitive in the EC. So far it has concentrated investment in sectors which appear to offer the best future — in branded consumer products, specialities and in downstream sectors like printing and finishing.

Coultalds, Viyella, capitalising on machinery advances, is poised, albeit cautiously, for import substitution in basic fabrics.

Not all players are so confident. Tootal, the first to get out of basic textiles, has made clear its view of the road ahead. "The future," according to its latest annual report, "Accounts for 1986-87," lies in global marketing, distribution and sourcing."

Robin Anson

ALMOST 400 years ago, the Rev William Lee invented the hand knitting frame in the tiny Nottinghamshire village of Calverton.

His invention not only simplified the knitting of socks and stockings for his partners, it also had the foundation for the knitwear industry which is a dominant feature of the East Midlands manufacturing scene to this day.

More than two-thirds of Britain's knitting production is based in the East Midlands; the rest is divided between the Scottish Borders and Northern Ireland. The industry of today is composed of more than 600 companies, with a workforce of 80,000 people.

Despite the corporate machinations of the late-1980s — when Courtaulds and Coats Viyella, then Nottingham Manufacturing, bought up many of the smaller firms — the industry is still dominated by small companies. Courtaulds and Coats now account for nearly a third of the workforce, but four-fifths of the 1,700 or so production plants employ fewer than 100 people.

A salient feature of the latter-day industry is the emergence of ethnic enterprises, many run by Asian entrepreneurs. These have become a force in the last decade. A recent report commissioned by Leicester City and County Council suggests that Asian firms in the area had a collective turnover of £150m to £200m last year.

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Knitwear industry

Tights in fashion

The influx of imports continues. The decline of the dollar, and the consequent fall of the UK and other currencies linked to it, ensured that the flow of imports rose by 22 per cent to 21.35m last year. The increase would have been even higher if not for the quotas levied by the Multi-Fibre Arrangement. In 1987, for the first time in many years, these quotas were fully utilised.

"

The only solution for British companies is to try to erode the cost differential between their products and those of their overseas competitors with new technology.

"No retailer needs to buy from a British manufacturer," says Mr Tony Rowe, managing director of Mansfield Knitwear, part of Coats Viyella. "We have to make them want to buy from us by offering the best designs and the best service. These are the weapons to beat increasing imports and a bouncy exchange rate."

The chief obstacle for the industry is that knitwear production is highly labour-intensive. In recent years new electronic and computer-controlled equipment has become available for knitting and for cutting. Similarly there have been advances in the areas of computer-aided design and production planning. But there has been little progress in automation in making-up, the most labour-intensive part of production. Even a modern concern like Mansfield deploys three-quarters of its workforce in the making-up area.

The pace of technological change within hosiery, especially within tights and stockings, has been far faster. Given that a pair of tights, unlike knitwear, is a standard product, it has been possible to automate production to a higher degree.

Hence Pretty Polly has been able to reduce the length of time taken to knit tights from two minutes per leg in the early 1970s, to 45 seconds with its most modern machinery.

Similarly, it has been able to simplify the production process. In 1983 there were eight different operations involved in making a pair of tights at its commodity plant in the Irish Republic. By 1987 this had been reduced to five operations. By the end of next year it should have been whittled down to three.

Moreover, the progress of the hosiery manufacturers in arresting the advance of imports augurs well for the rest of the knitting industry, and indeed for the textile sector as a whole. For hosiery, one of the areas in which automation is most advanced, is also one of the few fields where the level of imports has stabilised in recent years.

Alice Rawsthorn

UCMS' RECENT SUCCESS STORIES....

ABBEY HOISIERY

One of Marks and Spencer's more progressive suppliers have made significant commitments to UCMS' products — both hardware and software. Seeing the benefits of UCMS's experience with their industry and the advantages of proven packaged software, Abbey are well on the way to developing some of the most sophisticated systems available to any M & S supplier.

ATCH GROUP PLC

Efficient computer systems are vital for the Aitch Group. With such well known brand names as Aitch Knitwear, Naughty Clothing Company and Lifetime Attire amongst others, they have used UCMS Group Systems for over 6 years and are now implementing UCMS' advanced new Unix based systems.

JAEGER KNITWEAR

A division of Coats Viyella Plc., are enjoying the benefit of a comprehensive sales order processing system installed by the UCMS Group and now being maintained by the Coats Viyella central MIS department. The software package got them into operation far quicker than the alternative custom written software and they now have the flexibility to amend it themselves.

LE SHARK

Are relatively new to the UCMS Group and again, with Unisys hardware and a comprehensive software package designed specifically for their industry, they can enjoy the benefits of not having to re-invent the wheel!

JOHN MILNER

Are one of the Group's many "smaller" computer users. With packages designed specifically for clothing distributors, John Milner have been able to take advantage of high performance comprehensive software at correspondingly low cost and consider their investment an important factor towards their very ambitious expansion programme.

PEPE

A major force in the casualwear market place, Pepé UK Ltd., have used UCMS Group Computer Systems since 1979. Already covering such areas as an order processing, inventory control and financial systems, current developments in the customer service area will enhance their comprehensive system still further.

PIERRE SANGAN INTERNATIONAL

With UCMS Group Systems installed in Jersey and Leicester, are manufacturers and distributors of quality branded mens leisurewear with very strong design content. With further growth predicted, PSI work very closely with UCMS Group to ensure that their computer facilities continue to reflect their business needs.

REEBOK UK

Suppliers of Athletic Footwear are well on their way to installing a comprehensive system for sales order processing, stock control, sales and customer service analysis supplied by Apparel Computer Systems Ltd., the IBM subsidiary of the UCMS Group. An IBM System 38 was installed early this year and the Company are now starting to gain the benefits of their investment.

R.J.DRAPER

Is the leading supplier of high quality warm-weather footwear and sheepskin coats in the UK. With the UCMS Group integrated commercial, manufacturing and financial software successfully installed for two years, Drapers have streamlined an old and established family business to cater for the changing climate of today's marketplace.

SASPERILLA

Manufactures ladies' fashion casualwear for the younger end of the market. As an established UCMS Group customer with both order processing and manufacturing control systems having been implemented for some years, Sasperilla rely totally on their computer for fast and accurate information in the production planning area.

SONNETTI CASUALS

Have just completed the installation of their second UCMS Group system based on Unisys hardware. As the business has grown, more comprehensive facilities have been provided so that even greater expansion can be catered for.

UCMS' GROUP SERVICES

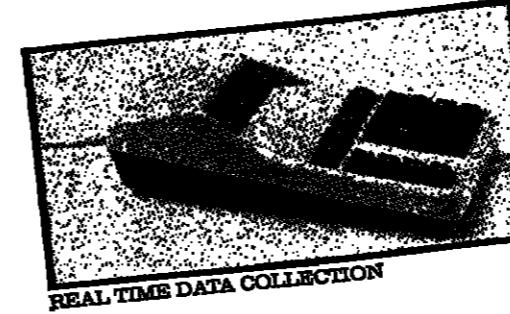
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TEXTILES 4

Yorkshire woollen industry

Boom in suits may bolster 19th century image

IN OLDER industries, town rivalries die hard. And, although much diminished in terms of numbers employed, the Yorkshire wool industry still defines being lumped together. Production remains localised and many firms have become increasingly specialist.

Broadly speaking, the industry divides into a woollen sector (manufacturers processing carded wool) and a worsted sector (firms using combed wool). Bradford, with the odd exception, is the home of the medium-quality worsted industry while Huddersfield is the centre for fine-worsted manufacturing. The remains of the woollen industry – once large but savaged from the 1960s onwards by imports from Italy – are situated along the Colne Valley.

Employment in wool textiles in

Yorkshire has remained fairly constant since 1982, at approximately 34,000. The much smaller Scottish wool industry employs around 4,000. This is in stark comparison with employment levels before the drastic shake-out of the 1970s. Between 1971 and 1977, 43,000 jobs were lost in the industry as a whole.

There are around 400 firms within the Yorkshire wool textile sector. They comprise producers stretching from scourers and combers to weavers and finishers, and include the four large acrylic spinners which feed the Midlands knitwear manufacturers. Despite the emergence of the wool textile groups, which swallowed up many family-owned mills in the 1970s, the industry is still a small firm sector. The average company employs 150 people.

The two major UK textile groups, Coats Viyella and Courtaulds, both have interests in Yorkshire wool textiles. Coats Viyella has substantial involvement in spinning; Courtaulds is involved to a far lesser degree.

Other major forces on the Yorkshire wool scene are the groups which have grown up within the industry itself. They include Allied Textiles, the John Crowther Group, Dawson International, Ilklingworth Morris, British Mohair, Parkland, John Foster and Readicut International. W & J Whitshed in Bradford is the largest private company in UK wool manufacturing.

Expansion in the worsted sector has tended to be horizontal; in fact large companies, like Allied Textiles and Huddersfield Fine Worsted, part of the Ilkling-

worth Morris Group, produce several collections under different names.

As in Scotland, the Yorkshire woollen sector is largely vertically structured. Courtaulds' chief interest in Yorkshire wool textiles, for example, is Courtaulds Woollen, a vertical mill on a single site which results from rationalising five separate mills.

Much of the recent growth among the larger fabric producers has been in the home trade, with the chain stores and multiples. Some, like Parkland, have built up a close relationship with UK woolfarms over the years; others, like John Foster, are new entrants. Foster, the world's largest mohair weaver, has expanded its chain store business shielded over the last three years.

The retailers' demand for quicker turnaround has encouraged investment in faster looms, continuous processing, automated handling and computerised matching systems. And, although not as advanced as the best of the West German producers, most Yorkshire mills are not the noisy, dusty places they were even 10 years ago.

Some weavers – such as Parkland and Joseph Hoyle, part of the Lister group – are using computerised design systems to develop new ranges. Nevertheless, the industry depends as much on essential craft skills as on new technology, especially in the fine worsted sector.

In 1988 UK wool producers were cock-a-hoop, having broken their export record with a figure of 580m. This was followed by a levelling off with a figure of 555m in 1986 with a recovery to 550m in 1987. Raw wool and tops (combed wool prepared for worsted spinning) did especially well in 1987; the Japanese market for British wool tops revived during the year and the demand for tops was boosted by the activity in worsted weaving, particularly in Italy, West Germany and Japan.

Despite the drop in the dollar, UK exports of worsted fabrics to the US actually rose in volume during 1987. Exports of woollen fabrics to the US, however, dropped by 33 per cent in volume between 1985 and 1987, the fashion for smooth fabrics being a contributory factor.

The slack left by the downturn in US exports has so far been offset by increased sales to Western Europe and Japan where the

continued strength of the yen has helped.

The industry is concentrating its efforts on maintaining its performance in established markets. Producers are also developing new cloth – such as silk-rich wool blends – which escape the high tariffs imposed to protect indigenous wool industries.

The past two years have witnessed something of a wool boom, stimulated by the return to the suit and the swing away from cotton-based casual wear. The trend for smooth, lighter-weight fabrics has especially favoured the Yorkshire worsted sector; many mills are booked up until the autumn.

But worsted producers now face serious challenges: adverse exchange rates and rising wool prices.

Prices of the finest Australian wool have been most affected, doubling between November 1986 and November 1987. This has had a knock-on effect further down the scale with medium qualities also seeing substantial price rises. The situation is attributed to China – and to a lesser extent the USSR – buying huge quantities of raw wool. Considerable mystery surrounds China's behaviour: as yet there is no noticeable increase in Chinese wool exports.

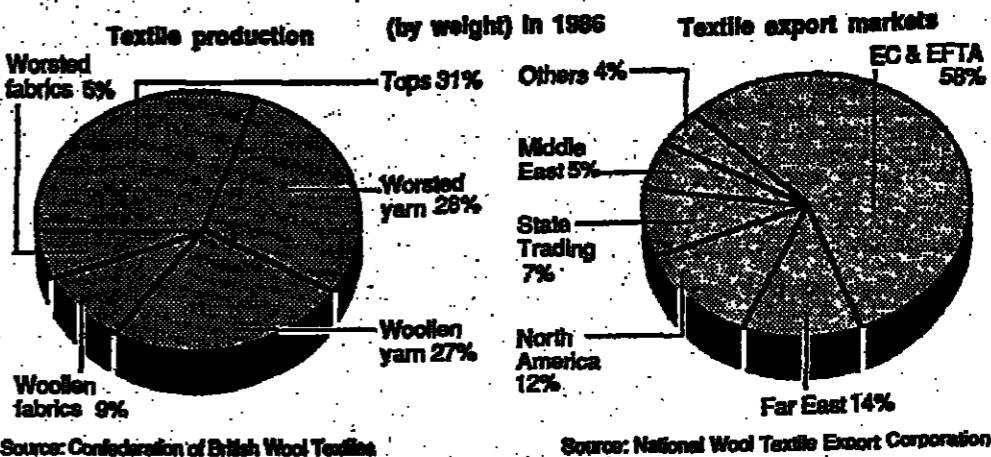
As users of the finest wools, worsted fabric manufacturers have been hardest hit. Those at the top end have been partially insulated by the nature of their market. But mills supplying medium quality worsteds are having to look at lighter weights, blends with other fibres and greater production efficiency.

In the acrylic knitwear yarn sector, growth has been curtailed and prices depressed by cheap Turkish yarn imports which grew from 45 tonnes in 1984 to over 4,000 tonnes in 1987. Hand-knitting yarn spinners are additionally suffering from singular demand from the consumer.

But one of the main difficulties facing all the Yorkshire wool companies is the industry's image problem. Wool textiles is still perceived as a '19th century' industry and it will take years of expansion and investment to get a grip with this problem.

The slack left by the downturn in US exports has so far been offset by increased sales to Western Europe and Japan where the

Yorkshire wool industry



Source: Confederation of British Wool Textiles

Source: National Wool Textile Export Corporation



Mechanical handling systems are enhancing Courtaulds' ability to respond to retail orders

Alexandra Buxton

Profile: Taylor & Lodge

Smart work at the mill

IN WOOL textile circles, Gordon Kaye is something of a local hero. A down-to-earth Yorkshireman in his late 40s, Mr Kaye is managing director of Taylor & Lodge in Huddersfield, weaver of some of the world's finest and most expensive fancy worsted cloth.

Taylor & Lodge is small but highly specialised, weaving between 70 and 80 pieces (4,200 to 4,800 metres) of cloth a week.

Though limited in quantity, the product is extremely high in added value. At the top of its range, Taylor & Lodge produces suitings in luxury blends – cashmere with a dash of viscose, mink or ermine – which sell for more than £100 a metre. Its average price for pure wool or wool-based worsteds, is more modest at £25.

Some 70 per cent of the company's sales is direct export; a further 20 per cent is exported indirectly. It has markets in 25 countries but the key customers are the Far East, primarily Japan, which takes 40 per cent of production; Western Europe and the UK which account for another 40 per cent; and the Middle East, representing 15 per cent.

A high proportion of sales are to trading houses and merchants who sell on to tailors. Less than a quarter are to clothing manufacturers. The most expensive fabrics sell to Japan where men will pay up to £10,000 for a suit. Between £5,000 and £6,000 is considered 'fairly normal' in this market niche.

Eight years ago Taylor & Lodge almost disappeared. The company was declared bankrupt and its 250 employees were made redundant, many with little hope of finding alternative employment in Huddersfield, the mill's closure was regarded as the end of an era. Perceived as the home of worsted weavers, it had reached its pinnacle in the 1960s. In 1986 it won the Queen's Award for Export. By the 1970s it was losing its way, relying too heavily on too few markets and allowing quality control to slip.

Unexpectedly, Taylor & Lodge

was purchased by a Palestinian born entrepreneur, Mr Oneir Cotran, who formed a consortium with two business friends, a Jordanian mill owner and a leading cloth merchant in Tehran. Chairman of the OMC group, Mr Cotran was no newcomer to textiles. OMC is a highly successful trading operation, selling British made cloth overseas.

Mr Cotran persuaded Gordon Kaye to leave his job as a sales manager of Leamoyd, a local worsted weaver which had employed him for 22 years, and set about reviving Taylor & Lodge.

In December 1986 Mr Kaye walked into an empty mill. He admits he had never painted for 25 years.

Taylor & Lodge re-emerged in 1987 with a skeleton staff and considerable goodwill from its long-standing customers. Within three months of his appointment as managing director, Gordon Kaye secured an order worth £250,000. Gradually the workforce was expanded to reach its present 90.

Initially, re-equipment consisted of re-conditioned machinery; the firm bought its first new machines only 18 months ago. Last year however, it spent £600,000 on new production technology.

But many of its processes remain labour-intensive. The mill is one of only a handful which still carries out paper pressing (heat and pressure are applied to between sheets of card) to give it a subtle 'bloom'. Each metre is inspected at least six times and computers will never replace the skilled menders who pick up every broken thread.

Sophisticated technology now stands cheek by jowl with wooden and iron washing machines from the 1900s; there is no substitute for wood in providing a high quality handle to the finished cloth. The mill still obtains all its water from the River Holme – famed for its softness – which rushes past its

windows.

Part of Taylor & Lodge's success is its careful targeting of collections to different nationalities; its designers produce 1,000 new design ideas every year, a contributory factor in its high prices. In 1981 the firm developed a light-weight washable wool for the traditional Arab robe, the dashiki, in response to a challenge from a Kuwaiti merchant.

"In the old days, a mill designed one collection for the world. Today one has to aim for specific markets. It means careful market research and understanding the culture and customs of a place," says Mr Kaye.

His style is to get on with the job in hand. On stuck at an airport in the Middle East, he gathered a team to hire a bus to travel for 17 hours through the desert. But his success, and the personal loyalty he commands, carry a price.

Although no self-publicist, Gordon Kaye has inevitably become the company figurehead in customers' eyes. He has a strong design and production team at the mill, but on the marketing

front there is no-one learning at his elbow.

Mr Kaye knows what he is good at – and where the skills of his workforce lie – and is determined to stick to the top few rungs in the market. Attempts to develop a branded Taylor & Lodge well before any products reached the market, and he has so far resisted the idea of extending the firm's production into a more middle market range. "It's not an area we know and I feel that our customers wouldn't like it."

Taylor & Lodge is now worth at least 10 times as much as in 1980. It has made a profit every year and its turnover has risen from £1.2m in 1981 to between £2.5m and £3m currently. So far it has rehired the overtures of the larger wool textile groups which would dearly like to add one of the industry's classic names to their own stable. "If we can paddle our own canoe," says Gordon Kaye, "so much the better."

Alexandra Buxton

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WIRLEY INS

TEXTILES 5

Scottish knitwear and wool

Quality counts and so does design

THE SCOTTISH knitwear and woollen cloth industries are like the Scotch whisky industry, rooted in Scotland and producing a prized product with a strong foothold and a good name in markets all over the world. With their up-market associations and images of rushing rivers and heather hillsides, the knitwear and woollen cloth industries are among Scotland's leading assets.

Whether they have always made the most of their strengths in the past is open to question. But the recession at the beginning of the 1980s gave them a severe shock: weaker currency, disappearance and output dropped. But the companies that remained have strengthened themselves through rationalisation and investment. They are now among the stronger sectors of the British textile industry.

To reach that position, the surviving companies in the industry have followed textbook restructuring programmes, with a big improvement in labour productivity, major investment in the new computer-aided manufacturing and design techniques, and something like a revolution in design.

The latter is the result of a crop of young designers moving in and making the industry more daring and receptive to consumer tastes. This summer, Scottish manufacturers are inviting leading world designers to a festival of woollen design in the Borders.

However, the knitwear and woollen cloth industries are sub-

ject to the forces of world trade. Both are large-scale exporters, with strong emphasis on the US and more recently Japanese markets. But they also depend to an important extent on the tourist trade in Britain. The poor year for tourism in 1986 when Chernobyl and the US air raid on Libya kept the American tourists away had an adverse effect on sales.

Now the weak dollar is causing

anxiety and is likely to reduce the flow of tourists to Europe this year. But that is partly compensated for by the strong yen. A further worry is the threat to supplies of one of the knitwear industry's main raw materials, cashmere.

The knitwear industry is largely concentrated in its traditional heartland of the Borders where Hawick is almost a single product town. The woollen cloth industry is spread more widely over Scotland, ranging from the Western Isles with Harris tweed, via the North-East to the Borders, with a particular concentration in Galashiell.

The key name in the Scottish knitwear industry is Dawson International, the Edinburgh-based holding company which owns such famous knitwear subsidiaries as Pringle, Braemar, Balantyne and McGeorge. Dawson, which recently moved its headquarters from Kinross, north of Edinburgh, to a fine new building in Charlotte Square in the centre of the city, is a tightly-managed federation of compa-

nies, all with their own niches.

The group is one of Britain's larger exporters, selling goods worth £28m overseas in 1987 out of a total turnover of £234m, on which it made pre-tax profits of £26.7m. It reckons that two-thirds of its sales are to customers from

Young designers have moved in and made the industry more receptive to consumer tastes

outside the UK (including tourists visiting Britain).

Dawson is investing heavily in its knitwear companies. Pringle recently opened a new plant at Arbroath in Tayside producing tweed, the Borders with their small population are increasingly suffering from a shortage of labour. The Arbroath plant, in which Dawson is investing £2m, is now stepping up production from 4,500 units a week towards 6,000.

In Dumfries, McGeorge recently moved into a new 120,000 sq ft plant, while at the existing factories in the Borders, large investments are being made in new computer-controlled design and manufacturing equipment. Altogether the group invested £21m in 1987 and expects to spend the same amount in 1988, though part of this sum went to other sectors of the group.

In the woollen industry Dawson is cashing in on the current fashion for cashmere in the US. It recently acquired Cashmere Cashmere, a recently formed retailing company which now has two shops in New York and has established a market for luxury cashmere products such as black cashmere T-shirts and cashmere all selling at prices that Mr Philip Kemp, Dawson's US director, refers to as "mercedes" rather than "Vauxhalls."

However, cashmere sales depend ultimately on continuity of supplies of cashmere wool, which comes from goats in countries as Mongolia, Iran and Afghanistan. In Mongolia - Dawson's main source of supply - the wool is collected by peasant women and Dawson has begun to wonder whether the Mongolian peasants, perhaps aware of rising world prices, have been hoarding wool.

But Dawson believes it has the best contacts of any in the cashmere supply industry - Mr Ronald Miller, the chairman, recently attended celebrations marking the 40th anniversary of the founding of the Inner Mongolia Autonomous Region. It also casts doubt on the viability of a recently launched project assisted by the Scottish Development Agency to breed cashmere goats in Scotland. Mr Miller says he thinks the Scottish climate lacks the extremes of heat and cold that cashmere goats like.

The woollen industry is dis-

tant from the knitwear industry. It makes woollen yarn, cloth and

accessories such as scarves and shawls, as well as rugs. Under this broad heading come products such as tweed and tartan. The companies that belong to the main industry association, the Scottish Woollen Industry, last year registered sales of £108m, though that excludes certain important companies, and leaves out the Harris Tweed industry. If these are included, the industry's turnover is excess of £200m.

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James Buxton

Profile: Dorma

Co-ordinated move to greater sales

ALTHOUGH Dorma's spinning mills produce enough yarn every day to stretch to the moon and back again, the company's chief concern is not with quantity, but with quality branded merchandise.

Mr Stephen Wild, its chief executive, says that Dorma is "obsessed" with design, quality and understanding the market in which it trades.

The Dorma name dates back to 1904, when Cawrington Vyella, then a formidable force in the Lancashire cotton industry, began to develop the "easy care" bedwear market, using polyester-cotton blends rather than pure cotton yarns.

Dorma pioneered the concept of the duvet, or continental quilt, in Britain, offering an alternative to the traditional combination of sheets and blankets. It was also one of the first companies to exploit the marketing potential of introducing colour and design to bedwear.

Today, as part of the CV Home Furnishings subsidiary of Coats Vyella, the giant textiles group, it is a leading player in the £265m bedwear market both as a manufacturer of its own branded products and of unbranded bedwear for multiple retailers like Marks and Spencer.

The lynchpin of the business is

the Dorma brand name, which claims a 21 per cent share of its area of the branded home textiles market. But Dorma is not the only brand within the company. Following the recent re-organisation of Coats' home textiles businesses, it has taken the Diana Cope and Horrocks brand names under its wing.

Each operates within a different area of the market. Dorma

its chief objective is to establish a base in Europe by 1992

occupies the middle ground with Diana Cope above and Horrocks below.

The bedwear market is generally regarded as mature. A recent Mintel report estimated the level of real sales growth in the 1980s at 2 per cent a year. Prices have remained relatively static during the decade and sales generally come from replacement purchases.

Yet Dorma has succeeded in increasing sales by taking advantage of the consumer trend towards more style and colour co-ordinated merchandise. As a result its turnover has risen from £1.5m in 1976, to £7.8m in 1983 and to an estimated £100m last year.

A crucial factor behind Dorma's growth and strength within the market has been its commitment to co-ordination. It first introduced products to co-ordinate with its basic bedwear in 1976 when it brought out a range of matching curtains. It diversified into wallcoverings in 1978 and has been developing the concept into new product sectors ever since.

Today Dorma presents a complete "interior picture" to its consumers by offering lampshades, cushions, towels and tea trays to match its bedlinen, curtains and wallcoverings. It invests £2m a year in design and a further £2m on advertising and publicity.

Although its principal product is still bedlinen, it is increasing sales of co-ordinated merchandise. It now sells almost as many curtains as it does duvet covers. Just as Dorma has invested in design and marketing, so it is

Josephine Collins

Home furnishings

Now the name of the game is style

THE HOME furnishings market has been revolutionised in the 1980s by a basic change in consumer expectations. Where there was once a commodity market, there is now a fashion market where colour and pattern sell a product and where consumers expect co-ordination to a sophisticated degree.

The billion pound market includes bedlinen, towels, table linens, curtains, cushions and furniture covers.

The main players are the textile giants - Coats Vyella, Courtaulds, Tootal and Lomrho. The furnishings side of the business is, however, very fragmented with many smaller manufacturers making up fabrics bought over-the-counter.

The home furnishings industry is an important employer, with a workforce of 28,200 people in March 1987, according to Department of Employment figures.

Following the textile mergers and rationalisations of the late 1970s and early 1980s, most of the British brand names survived, but not all of the manufacturing units pulled through.

Tootal withdrew from bedwear manufacturing for its Osman brand to concentrate on converting, and Courtaulds no longer manufactures bedwear, maintaining only a hemming operation.

Courtaulds now concentrates on its towel production under the Ashtons, Zorbit and Christy brands. Its Sundour brand is

important in the curtain market, and where new product areas - the lampshades and cushions - increase turnover.

In addition a level of investment in the industry which is unprecedented since the 1970s is under way.

Coats Vyella is currently investing some £3m in its two furnishing divisions; Lomrho

All the companies plan to strengthen their presence in the Community

started a £40m investment programme over a five-year period last year. Courtaulds has invested £20m in weaving at its Hyde Mill and a further £2m will be spent this year; a £10m programme is under way by Colman on manufacturing of bedwear and filled products at the Boston base of Fogarty which it acquired last year for £21m.

The UK producers place themselves in the middle and upper levels of the market, but the investment in advanced manufacturing equipment - like open-ended spinning and airtex weaving - enables them to compete with the cheaper imports. These come largely from Portugal and the Far East, although Turkey

is achieving growth in such a market, UK producers have moved out of a one season year into a two season year where fashion is crucial, where co-ordination means multiplying sales

it for the future. Following the depression of early 1980s it appears to be looking ahead with optimism.

Its manufacturing capacity is up and productivity is improving with new technology. This is enabling companies both to compete head on with imports and to concentrate on the value added sector.

Courtaulds is an example of this. Its newly equipped Hyde Mill is able to produce towels at a quality and price level suitable for the major chains like Marks and Spencer. At the same time towels sold under its Christy

brand are given added value through embellishment for the upper part of the market.

What all the UK producers agree is that regardless of the quality or even the price of their merchandise, it will not sell on today's market without the right style.

The colour has to be right, the design trend has to be right and there has to be the possibility of co-ordinating any one item with another to give consumers an interior design feel at every level.

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Josephine Collins

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INTERNATIONAL APPOINTMENTS

WCRS names Australian agency managing partner

WCRS GROUP, the fast growing British-based advertising and marketing services concern, has named Mr Chris Plumington managing partner of The Ball Partnership, the group's Sydney advertising agency. Mr Wayne Garland, the former managing partner, has become the vice chairman.

Mr Plumington joined Wight Collins Rutherford Scott, now WCRS Mathews Marantonio, the group's UK agency, as an account director in 1983, and was promoted to the agency board in 1985. During his five years there of Australia's top ten fastest

as a director, he has been responsible for a variety of accounts, including United Biscuits, Spillers, Sara Lee and Carling Black Label.

He was previously an associate director with D'Arcy MacMannus and Masius, where he started his advertising career in 1975.

Commenting on the appointment, Mr Roger Neill, deputy chairman of WCRS Advertising, said: "Australia is the second largest per capita advertising market in the world, after the US, and The Ball Partnership is one

of Australia's top ten fastest growing agencies with capitalised billings in 1987 of £846m - double the 1986 figure.

The appointment of Chris Plumington to the Ball Partnership demonstrates our commitment to the international transfer of craft skills and talent within the WCRS federation of advertising agencies."

★★★

HONGKONG AND Shanghai Banking has named Mr John R.L. Bond a director, with the title executive director Americas. He will remain based in New York, where he has been serving as chief executive officer American since 1985.

Mr Bond has also been appointed chairman of a newly established committee, which will oversee coordination of the business of this leading Hong Kong bank and of Marine Midland Banks, its wholly-owned subsidiary, in the Americas.

Mr Geoffrey Thompson, president of Marine since 1986 and who now has also been appointed its chief executive officer, and Mr Richard Keller, who became an executive director of Marine yesterday, will also be members of the new committee.

After joining Hongkong and Shanghai Banking in 1981, Mr Bond served in Hong Kong, Thailand, Singapore, Indonesia and the US. He was made chief executive officer of the bank's Wardley group in 1983.

There have also been several other changes to the CDP board, with the retirement of four other directors. New members are Mr H.G. Callam, deputy chairman, Mr Rick Christie, managing director Mr Bruce Hancock, Mr H.W. Huie, Mr R.S. O'Hagan and Mr H.W. Revell.

lever in Britain, Ireland and West Africa.

He later became acting chairman and managing director of Unilever NZ. He has been a Brierley director on the CDP board since March last year.

There have also been several other changes to the CDP board, with the retirement of four other directors. New members are Mr H.G. Callam, deputy chairman,

Mr Rick Christie, managing director Mr Bruce Hancock, Mr H.W. Huie, Mr R.S. O'Hagan and Mr H.W. Revell.

NCR fills treasury position

NCR, a major US manufacturer of computers and business machines, has named Mr Pete Amstutz assistant treasurer, Benefit Plans Financing, within NCR's Treasury Division.

Mr Amstutz, who joined NCR last month, has 19 years of experience in the securities and commercial banking industries. Most

recently, he was vice president and team leader for the Continental Illinois National Bank of Chicago branch in London.

He has also worked in upper management for First National Bank of Chicago in Geneva, Frankfurt and London; and Daiwa Securities America in New York. He began his career in 1969 with Smith Barney in New York.

In making the announcement, recently, he was vice president and team leader for the Continental Illinois National Bank of Chicago branch in London.

He has also worked in upper management for First National Bank of Chicago in Geneva, Frankfurt and London; and Daiwa Securities America in New York. He began his career in 1969 with Smith Barney in New York.

With Alm's long experience in every phase of operating management, he is exceptionally well

Allied-Signal elects new president

ALLIED-SIGNAL, the US-based worldwide advanced technology group with businesses in aerospace, automotive products and engineering materials, and with sales in 1987 of \$2.6bn, has elected Mr Alan Belzer president and chief operating officer. He has also joined the board of directors.

Mr Belzer, 55, has been an executive vice president of Allied-Signal and president of its \$2.6bn Engineered Materials Sector since 1983. He joined the company in 1953.

Mr Frederick M. Poess, 45, formerly president of the corporation's Fibres Division since 1986, has taken over Mr Belzer's previous post, and is expected to be elected an executive vice president of the corporation.

The replacement for Mr Poess as Fibres Division head is Mr Donald P. Burnham, 41. He succeeded as president of the sector's Plastics and Performance Materials Division by Mr Robert P. Vianello, 55, who was previously vice president - planning and business development for the sector.

In making the announcement, Mr Edward L. Hennessy Jr, chairman and chief executive of Allied-Signal noted that under Mr Belzer's leadership, the Engineered Materials Sector has consistently been the most highly profitable of the company's three large operating units.

"With Alm's long experience in every phase of operating management, he is exceptionally well

qualified to help us attain better balance between current earnings and our long-term investment for future growth," Mr Hennessy said.

"The appointment marks the start of a new stage in the strategic growth and development programme our company embarked upon in 1979," he added. "Over that time we have grown very rapidly, primarily through acquisitions, and in the past two years we have consolidated our operations and sharpened the focus on our core businesses.

Alm and I now will work in partnership to refine our corporate strategy and maximise our operating performance."

AT THE annual meeting of Asea AB, of Sweden, part of ABB Asea Brown Boveri, the major company formed as a result of the January 1 merger of the electro-technical businesses of Asea and BBC Brown Boveri, of Switzerland, Mr Kjell Hogfelt was elected to the Asea board of directors in succession to Mr Percy Barnevik.

Mr Hogfelt was born in 1929 and has been with Asea since 1957. He was made president of the company at the beginning of this year. Mr Barnevik is president and chief executive officer of Asea Brown Boveri.

Asea now administers its 50 per cent holding in Asea Brown Boveri, as well as its holdings in businesses not included in the merger, such as Hagglunds, ESAB and Electrolux.

Financial Controller/ Company Secretary

Harpden, Herts

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This is a key management position in the company. Some travel to head office in Sweden would be expected.

You should be a qualified accountant with at least 5 years post qualification experience, preferably with sound knowledge of contract accounting. You need to be mature, energetic, willing to work to tight deadlines and flexible in approach.

Interested applicants should send a concise CV, including day-time telephone number, with a covering letter describing why you should be considered for this position to Steve McBride.

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Chartered Accountants

Management Consultancy Division,
186 City Road, London, EC1V 2NU.

Chairman for Brierley Investments subsidiary

BY DAI HAYWARD IN WELLINGTON

BRISBANE Investments, the main corporate vehicle of Sir Ron Brierley, the New Zealand entrepreneur, has appointed its operations manager, Mr Stuart Walbridge, as the chairman of Cable Price Downer, the engineering and construction group which is now a 10 per cent subsidiary of Brierley Investments.

Mr Walbridge, 43, replaces Mr Bill Stoe, who retired on March 31. Mr Walbridge was an executive engineer with British Post Office Telecommunications, and then a senior executive with Uni-

lever in Britain, Ireland and West Africa.

He later became acting chairman and managing director of Unilever NZ. He has been a Brierley director on the CDP board since March last year.

There have also been several other changes to the CDP board, with the retirement of four other directors. New members are Mr H.G. Callam, deputy chairman,

Mr Rick Christie, managing director Mr Bruce Hancock, Mr H.W. Huie, Mr R.S. O'Hagan and Mr H.W. Revell.

Accountancy Appointments**U.K. TREASURY MANAGER**
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International Review

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Please reply to Alison Hawley in strict confidence with details of age, career and salary progression, education and qualifications, quoting reference 512/FT on both envelope and letter.

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Please write with full CV to: Ann Hubert, Management Recruitment Unit, British Telecom, 3rd Floor, Haddon House, 2-4 Fitzroy Street, London W1P 5AD.

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S.P. Spindler, Hoggett Bowers plc, George V Place, 4 Thames Avenue, WINDSOR, SL4 1QP. 0753 850651. Ref: W11045/FT.

Finance Director

Consumer Durables
East Anglia, To £30,000, Bonus, Car

The company, part of a well-known and expanding plc, designs, manufactures, and markets a range of well-known consumer durables and related assemblies. Current turnover is more than £20m, and a programme of planned expansion calls for tighter financial control mechanisms in order to maximise efficiency and minimise operational and product costs. Reporting to the Managing Director, applicants, ideally aged 28-40, must be qualified, preferably ICMA, with a strong manufacturing and systems background, who have managed the total accounting function at controller level. We are looking for candidates with experience of strategic business planning combined with first class management skills and a practical hands-on approach towards financial and manufacturing issues. Prospects within this expanding group are excellent and the normal large company benefits are offered, together with relocation assistance where necessary to this very attractive location.

M. Stein, Hoggett Bowers plc, 1/2 Hanover Street, LONDON, W1R 9WB. 01-734 6852. Ref: H17041/FT.

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FINANCIAL PLANNING MANAGER. c.£20,000, Car, Benefits

The position reports directly to the Finance Director and has a remit which includes the production and interpretation of strategic data, involvement in ad hoc business ventures including acquisitions and the development both of the company's computer modelling and integrated costing systems. The successful candidate will also be expected to make a significant contribution as a member of the management team.

Both positions require talented, self-motivated people possessing good communication skills and the scope to be involved in the decision-making process and in the future of the company. The excellent rewards package is accompanied by comprehensive relocation assistance where appropriate. Ref: B17053/FT.

R.J. Arnold, Hoggett Bowers plc, 13 Frederick Road, Edgbaston, BIRMINGHAM, B15 1JD. 021-455 7575, quoting the appropriate reference.

These positions are open to male or female candidates. Please telephone for a Personal History Form to the relevant office, quoting the appropriate reference.

JOHN G. S.



FINANCIAL DIRECTOR (DESIGNATE)

Kent Coast circa £30,000 + quality car

The name Carter Wallace may not be familiar to you but its range of toiletries almost certainly will be: Arrid Extra Dry, Pearl Drops, Hair Deodorants and Discover Home Pregnancy Tests are just a few of its famous name brands. The UK company is a subsidiary of a leading US healthcare group which has experienced substantial growth in recent years.

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A graduate, qualified accountant is required, with some post-qualification experience in the consumer goods sector, preferably gained in a multi-national. In personal terms, candidates should be confident but personable with demonstrable staff management ability and leadership skills. Please write in confidence with full career details, quoting ref. C8087, to Anne Routledge.

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- Substantial rewards are directly linked to your performance

Our client has been so successful in its chosen segment of the financial services arena, that its growth and market share have become the envy of its rivals. The combination of innovative thinking and high levels of service have created such significant expansion that we have been retained to identify an exceptional Director - whose leadership and guidance of the accounting functions will not only ensure optimum effectiveness of the internal resources and systems, but also make a major contribution to the organisation's future development.

Reporting to the Chief Executive, your responsibility will encompass traditional areas of reporting and control plus the specialist areas linking our client with the City. The attainment of future goals, and achievement of current objectives, will all be affected by your skill in maintaining and developing systems policies and procedures, and your key role in the planning process.

You are a qualified accountant who may have additional business qualifications. With around ten years spent in your profession, you have held a responsible position in the financial services sector and have been exposed to international financial markets. In demanding environments, your managerial and communication skills have brought the best out of your teams.

For further information and a Personal History Form, write or telephone (24 hours) quoting Ref. 2275/FT.

C Kiddy and Partners

Recruitment and Organisation Consultants
43 QUEEN SQUARE, BRISTOL BS1 4QR. TEL. (0272) 245275

Lancashire County Council

An Equal Opportunities Employer welcoming applications from all sections of the community.

PRINCIPAL ACCOUNTANT (COMPETITION SUPPORT)

up to £18,000 per annum

A new competition support group has been established within the County Treasurer's Department comprising four qualified accountants and an accounting technician to deal with the financial aspects of preparing the Authority for competitive tendering.

The Department is looking to appoint an ambitious qualified accountant (CCAB), with recent experience of working within commercial organisations preferably in the trading or service sector, to head the Competition Support Group and play a key role in assisting the Authority in preparing to meet the challenge of competition.

The postholder will be responsible for the provision and development of an effective financial service to those areas subject to competitive tendering and the effective day to day management of the Group.

A successful track record of recent financial advice and management within the commercial sector is essential. Candidates will also need to demonstrate that they have drive and enthusiasm and the ability to communicate effectively both orally and in writing, to instigate and develop new approaches and initiatives, to deal with complex issues and to effectively motivate and manage a group of professionals.

For an informal discussion on the post, contact Bill Brown, Assistant County Treasurer, on (0772) 264707.

Application forms and further information can be obtained from the Personnel Section, County Treasurer's Department, PO Box 100, County Hall, Preston, PR1 6LD. Tel: Preston (0772) 264776.

Closing date: Monday 16th May, 1988

FINANCIAL CONTROLLER SURREY/HAMPSHIRE BORDERS

£25,000 + CAR

We are one of the U.K.'s leading companies in the Junior Art and Stationery fields.

This is a genuine career opportunity for an ambitious and motivated applicant to join a strong team who wish to take the company to the U.S.M. in the near future.

If you are interested please send a full C.V. to
The Managing Director, Inscrive Limited,
Woolmer Industrial Estate, Bordon,
Hampshire GU35 9QE

Financial Controller

CITY OF LONDON

Our client, a highly successful plc, designs, manufactures and markets high quality women's fashion wear in the United Kingdom and abroad. The Company has created its own distinctive look and has enjoyed substantial expansion during the last five years.

The Directors now wish to strengthen the overall financial management team by appointing a Financial Controller who will be totally responsible for the smooth running of the accounting function, reporting to the Board.

The successful candidate will be a qualified accountant, aged in his/her mid 30's, who can demonstrate excellent financial control and managerial expertise gained in a fast moving, sales oriented environment.

Please send a full C.V. with hand-written covering letter to Mr. R. N. Collier quoting reference: J527.

MOORES & ROWLAND

MOORES & ROWLAND MANAGEMENT ADVISORY SERVICES LIMITED

International COMPLIANCE OFFICER

Subsidiary operation of a world leader amongst international banks are seeking to recruit a qualified accountant in a new position at management level. In addition to compliance and financial control requirements the duties will also involve responsibility for internal audit and an ongoing overview of accounting procedures.

SALARY: to £25,000 + usual bank benefits
For further details, either call Frank Hoy or, alternatively, forward a curriculum vitae.

DATA RECRUITMENT CONSULTANTS TEL:

01 628 7601

Gordon Brown

Banking AUDITOR

We are currently handling an assignment from a 1st class European Bank offering an opportunity with excellent career prospects to a newly/recently qualified ACA. This is a wide ranging and highly visible role and candidates offering experience of bank audits will be especially appreciated. A particularly full range of banking benefits available to the successful candidate.

SALARY: c £20,000

For further details, either call Maggie Griffiths or, alternatively, forward a curriculum vitae.

DATA LONDON WALL, LONDON EC2M 5PJ

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FINANCIAL CONTROLLER

Thames Valley c. £28,000 + car

Our client, a trade association, provides a variety of services to member companies with particular emphasis being placed on research, marketing and administrative affairs. A financial controller is required who, with the support of a small account team, will assume responsibility for all financial management and for increasing commercial awareness within the Association. Key responsibilities will be ensuring the adequacy of financial controls in coping with current and future requirements, the further enhancement and interpretation of management information and making strategic contributions to business plans and their execution.

Candidates will be mature qualified accountants with sound technical skills and a proven track record of successful financial management, ideally in a service related industry. Personality is also very important. The role will require someone with excellent communication skills and a positive self assured and flexible style is essential. A willingness to adopt a "hands on" approach whilst at the same time contributing to the commercial management of the Association is necessary.

Please write in confidence, enclosing full career details, quoting reference B8494 to Mike Smith.

KPMG Peat Marwick McLintock

Executive Selection & Search,
Abbott's House, Abbey Street, Reading RG1 3BD.

Manager - Finance FINANCIAL SERVICES

£25,000 + Car + Benefits

This Company, backed by substantial British institutional shareholders, is established as a major force in the development and funding of mortgage products in the U.K. Market. Having grown rapidly in recent months, priority is now being given to the recruitment of an additional Finance Professional to play an integral part in future development.

Reporting directly to the Controller, you will be responsible for the implementation of integrated financial accounting and information systems, ensuring that the business is monitored and accurately reported at all times. Other duties will include preparation of financial accounts, liaison with administrators, budgeting and input to business planning. The role will involve close liaison with the Treasury and Company Secretarial functions and thus offers a complete overview of Financial Management.

Candidates will be graduate chartered accountants, aged 25-30, able to demonstrate high levels of technical and

CENTRAL LONDON

inter-personal skills. They should also have sound PC based systems experience, and be able to function as a team player whilst demonstrating strong self-motivation and initiative. Confidence, flexibility, leadership, flair and an entrepreneurial spirit are essential to meet the continuing challenge this role offers. The company expects candidates to be capable of promotion to Controller within two years.

For further information, please telephone or write, enclosing full career details to Alex Steele, Firth Ross Martin Associates, Wardrobe House, 59a London Wall, London EC2M 5TP. Telephone: 01-628 2441.

Firth Ross Martin
FIRTH ROSS MARTIN ASSOCIATES LTD.

SENIOR MANAGEMENT ACCOUNTANTS

c17K - 20K + Fully Expensed Car & Company Benefits,

Relocation expenses if appropriate

Our client is a World Leader in its field. The UK operation of this prestigious Blue Chip Company has a turnover in excess of £150m, with an outstanding growth potential.

Currently there are openings for ambitious Management Accountants in two major divisions located in Central Berkshire. Each candidate should be fully qualified with the ability to demonstrate a high degree of computer literacy.

The position will report directly to the Controller and work closely with each Divisional Director. You will also liaise extensively with the Branch and Area Managers.

The roles are challenging and demanding, requiring first-class inter-personal skills together with an excellent commercial and industrial awareness. The successful candidates will be required to ensure the quality and integrity of all aspects of accounting and to contribute actively to business development.

The prime responsibilities will include: Operational Planning, Business Control, Budgeting and Systems Development. Experience of Multi-Site or Construction based Industry would be an advantage.

If you wish to become part of a dynamic team and can meet our Client's very high standards, please apply to Clive Pugh or Doreen Chatterton enclosing your personal Curriculum Vitae; or telephone: Wokingham (0734) 774200.

All applications will be treated in complete confidence.

ASL
Recruitment Consultants

Accountancy Staff Ltd,
35 Broad St,
Wokingham
Berks. RG11 1AU

MANAGEMENT ACCOUNTANT

Leading firm of Solicitors

City c£24,000 + benefits

Our client is one of the City's major practices with a long established reputation and international presence.

It seeks a commercially experienced qualified accountant, aged mid to late twenties, for its management accounting department. The successful candidate must be able to make an immediate contribution to management reporting and the further development of computerised systems. Experience of PCs and good communication skills are therefore essential.

The dynamic environment and the success and growth of the firm will ensure that future opportunities will be forthcoming and that the position will provide excellent experience and challenge.

Please write with full career details or telephone David Tod BSc FCA on 01-405 3499 quoting reference D/710/RF.

LLOYD MANAGEMENT Selection Consultants 125 High Holborn London WC1V 6QA

FINANCIAL SERVICES

Investigative roles with the sector leader

Central London

to £30,000 + mortgage etc

Our client is one of the UK's largest and most influential financial services groups. Reorganisation of its long established businesses together with numerous acquisitions and new ventures have enabled it to consolidate its dominant position in this highly competitive sector.

The diversity and changing nature of the group's activities continue to create extensive career opportunities for young accountants. Several are now sought for a high profile corporate team which undertakes a wide range of projects reviewing and appraising the group's activities, controls and information systems.

These investigative roles will provide constant challenge, exposure at all levels and an invaluable insight into the group's many activities. They are well proven stepping stones for rapid progress at group or subsidiary level.

Applicants should be aged under 30 and be computer literate with audit and/or investigation experience. Specific responsibilities and associated competitive remuneration packages will be geared to make these positions of equal attraction to those who have qualified at any time in the last five years.

Please write with full career details or telephone David Tod BSc FCA quoting reference D/714/RF.

LLOYD MANAGEMENT Selection Consultants 125 High Holborn London WC1V 6QA 01-405 3499

MANAGEMENT

HEAD OF OPERATIONS AND FINANCE

City circa £35,000 + car + bank benefits

Our client is a well respected overseas bank which is planning to open a UK branch in October 1988. This operation will provide the full range of investment and commercial banking services to the UK market. As part of its team building programme it wishes to appoint a Head of Operations and Finance to exercise full administrative and financial control over all areas of the branch activities.

Reporting to the General Manager, the successful candidate will be responsible for developing risk management and dealing systems, financial planning and reporting procedures, and compliance and management information systems.

Candidates should be qualified accountants with substantial experience gained in a progressive banking environment. They should be familiar with the regulatory framework, MIS, treasury and capital market products, and be able to demonstrate a successful track record in financial control.

This is a challenging high profile appointment which will provide scope for career growth and carry with it a flexible salary and full banking benefits including a subsidised mortgage.

Please write in confidence, enclosing a full cv including current salary and quoting reference P1279, to Paul Carvosso.

KPMG Peat Marwick McLintock

Executive Selection & Search,
9 Creed Lane, London, EC4V 5BR.

EPSON

Financial Accountant

£24,000 + car + bonus

Our client Epson (UK) Ltd, a subsidiary of the Seiko Epson Corporation, is a leading manufacturer and supplier of micro computers and peripherals.

Due to exceptional growth they now require a young accountant to take total responsibility for the financial accounting function. Managing a team of nine staff, duties will include reviewing procedures and accounting practices, continuing implementation of computerised systems, improving and updating foreign exchange management, cash collection and short term funds forecasting, and developing and training staff.

The successful candidate will be a qualified accountant (ACA, ACCA, ACCA) with 2-3 years' post qualification experience gained in a commercial environment. The proven ability to manage change and the possession of good communication skills are essential for this position. Our client is currently based in Wembley, but relocating close to M25 between M1 and M4 by 1989.

Interested candidates should write enclosing a full cv to Stephen Doyle ACA at Kingsbury House, 6 Sheet Street, Windsor SL4 1BG. Quoting Ref. SV1065.

MP

Michael Page Partnership

International Recruitment Consultants
London Bristol Windsor Slough Leatherhead Birmingham Nottingham
Manchester Leeds Glasgow & Worldwide

Divisional Accountant

A chance to plan for the future - yours and ours
c.£25K + bonus + car + benefits

Fair, imagination, and a breadth of vision. Not, sadly, the usual qualities asked of an Accountant, but this is no usual accounting position.

We're looking for someone with special talents to head up the finance team at our Electron Tubes Division in Paignton.

Special, because not only will your skills help complement our technical expertise, but also because you'll become a key part of our Divisional Management team, involved in Group management at a senior level.

Very much a proactive role, this will involve you in managing a small team to maximise and ensure the efficient utilisation of our resources to produce the most advanced technology in the most cost-effective way.

Naturally you will need sound relevant experience in a manufacturing environment, and should be a graduate with ACMA qualifications.

As well as a highly competitive salary we offer an excellent range of benefits, including a Company car. Of course, with such high profile exposure, your career prospects will be excellent.

Austin Knight Selection have been retained to advise on this appointment. Please telephone our Consultant Peter McMahon (0272) 221891 (office hours) or (0452) 656017 (evenings/weekends). Alternatively write to him quoting Ref S336 at Austin Knight Selection, Kings House, Bond Street, Bristol BS1 3AE.

STC DEFENCE SYSTEMS

ELECTRON TUBES DIVISION

ETC

SUCCESSFUL JOB SEARCH

ARE YOU A SENIOR EXECUTIVE
SEEKING A NEW FINANCIAL APPOINTMENT?

We are the professionals who can advise and help you. Since 1980, Comsearch's executive clients have accessed unadvertised vacancies, obtained interviews, found the right jobs and reduced job search time. Contact us for an exploratory meeting. It is without charge and we will tell you if we can help and at what cost; it may be earlier than you think. Experts compile about our special service.

London: 32 Savile Row, London W1K 1AG. Tel: 01-734 3579 (24 hours).
Bristol: Maggs House, 78 Queen Street, Bristol BS8 1QX. Tel: 0225-236993.

Comsearch

AVAILABLE PER JUNE 1988

Financial Manager/Controller
International group preferred

- Dutch national, age 40, experienced in UK & US reporting, prepared to travel.

Ref: S336. Financial Times, 10 Cannon Street,
London EC4N 4EP



THE CROW AND THE PITCHER

TABLE 47

A CROW, ready to die with thirst, flew with joy to a Pitcher, which he saw at a distance. But when he came up to it, he found the water so low that with all his stooping and straining he was unable to reach it. Thereupon he tried to break the Pitcher; then to overturn it; but his strength was not sufficient to do either. At last, seeing some small pebbles at hand, he dropped a great many of them, one by one, into the Pitcher, and so raised the water to the brim, and quenched his thirst.

Skill and Patience will succeed where Force fails. Reason is the Mother of Invention.

ACCOUNTANTS/ECONOMISTS/MBAs to £40,000 + CAR

Reaching the top through business problem solving.

Aesop's fable, 'The Crow and the Pitcher', is a good illustration of how inventiveness can overcome adversity.

At Touche Ross Management Consultants we thrive on the addictive qualities of business problem solving, challenge and achievement: it is an informal environment where young professionals are encouraged to fulfil their potential whilst craning their necks towards the top of their speciality.

In both the private and public sectors we have earned an enviable reputation for technical excellence and performance over a wide, prestigious client base; a reputation we wish to enhance by bringing aboard a further complement of intellectually alert problem solvers.

As a management consultant with Touche Ross you will be called upon to tackle a range of project work emanating from small companies to multinationals, nationalised industries and government departments. For example, you could be assigned to a team advising on a major

organisation study, a management information system, or a profitability review for a bank, venture capital company, or newspaper publisher. The variety here is genuinely wide and challenging, as will be your opportunities.

To achieve success you will need to be a natural innovator, a born communicator and a quick learner. On the other hand, you must also be practical, logical and a good listener. All-in-all it takes commitment and courage and often involves pitching in at the deep end; but the rewards are high, both financially and in the context of job satisfaction. Salaries are in a broad range £25-40,000 plus a car, and partnership is achievable within 3-4 years.

Our educational requirements are a good first degree and preferably an MBA or appropriate accounting qualification. So, if you're aged 23-35 and you've a lot to crow about, please send a full cv, to: Michael Hurton, (Ref 2916), Touche Ross Management Consultants, Thavies Inn House, 3/4 Holborn Circus, London EC1N 2HB. Tel: 01-353 7361.

 Touche Ross
Management Consultants

SET YOUR SIGHTS

Accountancy in the City To £35k + car



Eagle Star - part of the B.A.T. Industries Group and a major player in the world of international financial services. A company with a clear vision of its future, and the resources, expertise and sheer determination to achieve its business goals.

Over recent years we have not only built steadily on our traditional business areas, but we have also moved strongly into new spheres of financial services.

Naturally, with that growth comes new avenues of career opportunity within the Group. Currently, for example, we are seeking two experienced, high calibre Accountants to take up the following senior financial roles in our London Headquarters.

Taxation Accountant c.£35k + car

This is essentially a corporate role, in which you will help to control the Group's taxation position.

Reporting to the Deputy Chief Accountant and Tax Controller, and heading a small team, you will principally be responsible for negotiating the Group's taxation liabilities with the relevant authorities, and for ensuring compliance with VAT and PAYE regulations.

In addition you will also oversee all taxation computations and will have a major input into taxation planning with regard to new business ventures and operations.

Our need is for an ambitious, qualified Accountant who can combine substantial accounting experience with a thorough specialist knowledge of general taxation legislation and PAYE regulations.

If you are also a member of the Institute of Taxation and have some experience of taxation within a domestic companies, so much the better.

Chief Accountant c.£30k + car

Mindful of the need for ever more varied and sophisticated financial management information, we have created a brand new post within one of our Group Companies, Eagle Star Investment Managers Limited.

As Chief Accountant, leading a 50-strong team, your key task will be to take the lead in developing new Management Accounting systems, whilst at the same time ensuring that existing systems (which include client investment and corporate management accounts) continue to run smoothly.

This excellent opportunity calls for a qualified Accountant, probably chartered, who has a proven record in

the development of management accounting systems. Ideally your experience will have embraced the financial services sector, although a knowledge of the insurance market is not necessary.

To succeed you will also need a flair for man-management and the character and personal credibility so vital to the management of change.

Candidates under 30 are unlikely to have acquired the depth of experience required for either of these positions.

Both positions carry a remuneration package designed to attract the very best. As well as the salaries indicated you can look forward to subsidised mortgage facilities, a company car, a non-contributory pension scheme and generous assistance with relocation expenses.

Prospects for career development both within Eagle Star and the B.A.T. Industries Group are first class.

To apply please write with full CV or telephone for an application form to: Ms Pam Wightman, Personnel Superintendent, Personnel Department, Eagle Star Group, Eagle Star House, Bath Road, Cheltenham, Glos. GL53 7LQ. Tel: 0242 221311.

 Eagle Star
INVESTMENT • INSURANCE • PENSIONS

Face the future with confidence.

Regional Audit Manager

£40,000+car

City based

In the complex world of international banking nothing stands still for long. New products and services emerge, to keep pace with new business opportunities. Our client, as a leading U.S. commercially focussed bank, is committed to delivering innovative products and services designed to respond to changing commercial needs. Its professional commitment to its customers is reflected in its commitment to the recruitment of high quality professional staff.

Integral to its reputation for sound management and control is a fully integrated international audit function. Reporting directly to the U.S. head office, a Regional Audit Manager is required to review and control the audit of all London and European locations.

A qualified graduate Chartered Accountant (possibly M.B.A.) aged c 30 years with at least six years diverse audit experience is required. An understanding of complex financial instruments together with a sensitivity to systems applications will be essential.

The bank offers outstanding prospects for advancement together with an extremely attractive salary and benefits package.

For full details of this senior position please contact Roger Tipton M.A. on 01-831 1101, or send complete career details to the address below. The strictest confidentiality is assured.

the fleet partnership

Financial Recruitment Consultants, 37/41 Bedford Row, London WC1R 4JH. 01-831 1101 (24 hours)

FINANCIAL CONTROLLER

F.D. Designate for expanding Retail Group

Central London £25,000 + car and profit share
An exciting opportunity for a high calibre Chartered Accountant to join a successful group, which includes a leading antiquarian book retailer.

Based in Piccadilly with other London outlets, our client now seeks a proactive individual with the ability to maintain sound group financial controls involving the management of a small accounts team.

Aged between 28 and 45 you should have the drive and strength of character necessary to influence at board level. These attributes, combined with proven administrative and technical skills and experience of computerised accounting systems, will make you the ideal candidate. In addition to the excellent salary package, benefits include pension and private health schemes.

Please apply in writing enclosing a full C.V. to Alison Mitchell, Saffrey Champness Consultancy Services Limited, Fairfax House, Fulwood Place, London WC1V 6UB

GROUP FINANCIAL ACCOUNTANT

Central London

Following a continuing programme of expansion and acquisitions a successful quoted engineering group requires a Group Financial Accountant at its Head Office to strengthen its finance team.

The Group Financial Accountant will be responsible for the consolidation of the Group's result, taxation, central accounting, together with a wide range of other tasks.

Candidates age 24-30 years should be qualified with sound financial accounting experience gained either in the profession or in the Head Office of an industrial group.

Please reply with full CV to:
The Group Finance Director, Box A0841, Financial Times, 10 Cannon Street, London EC4P 4BY

International Stockbrokers

MANAGEMENT ACCOUNTING

City

The London Securities House of one of the world's largest banking groups seeks to strengthen its financial control team by recruiting a young Chartered Accountant.

Ideally in your mid twenties, you should have qualified with a larger practice but need not necessarily have specific experience of financial services.

Reporting to the Financial Controller you will be involved in the introduction of new systems and gain an excellent insight into the support services of a substantial stockbroking practice. There will be close contact with the constituent departments of the firm in the monitoring and review of budgets and results. There will also be frequent reports for regulatory bodies as well as for the holding company.

Prospects in this expanding firm are excellent – and the range of fringe benefits includes a subsidised mortgage as well as a performance related bonus.

Please write, enclosing a career/salary history and daytime telephone number, to John P. Sleigh FCCA quoting reference 1/713/MF.

LLOYD MANAGEMENT Selection Consultants 125 High Holborn London WC1V 6QA 01-405 3499

FINANCIAL CONTROLLER

West Yorkshire

Salary negotiable c£20K+Car+Benefits



Our client is a privately owned, specialist extruder of plastics and window manufacturer and retailer, which has identified the opportunity for significant growth. They are seeking a Financial Controller with strong entrepreneurial, financial and business skills to assist in the next stage of the Company's progress.

Reporting directly to the Managing Director he will be responsible for management and statutory accounting, financial planning and the provision of Production Controls are considered useful assets as is computer literacy.

Candidates, ideally aged 28-34, will probably be graduate Chartered Accountants with an authoritative, innovative and intelligent approach and who possess in-depth financial experience gained in a fast moving environment where working under pressure is normal.

Interested candidates, who match these searching requirements, should send a detailed CV, including current salary to Paul Bailey quoting reference TH27 at Spicer & Oppenheim, Executive Selection, 29 Park Place, Leeds, LS1 2SE.



SPICER & OPPENHEIM

A MEMBER OF SPICER & OPPENHEIM INTERNATIONAL

This rapidly growing and very successful financial institution wishes to further develop its centralised mortgage lending business. A new position has been created to develop mortgage business through the banks, insurance companies and large brokers. Candidates, aged 25/40, should be of good educational standard with excellent negotiating skills. Successful experience is necessary in developing business with new services to major financial institutions. This is an unusually good opportunity to join one of the fastest growing companies offering all the benefits associated with a financial institution, including assisted mortgages and an extremely good relocation package, where necessary, to enable the right candidate to move to one of the most attractive cities in the North West.

S.A. Lievens, Ref: M13062/FT. Male or female candidates should telephone in confidence for a Personal History Form, 061-832 3500, Hoggett Bowers plc, St James's Court, 30 Brown Street, MANCHESTER, M2 2JF.

Hoggett Bowers

Executive Search and Selection Consultants

BIRMINGHAM, BRISTOL, CAMBRIDGE, CARDIFF, GLASGOW, LEEDS, LIVERPOOL, MANCHESTER, NEWCASTLE, NOTTINGHAM, SHEFFIELD and WIMBLEDON

A MEMBER OF BLUE ARROW PLC

Financial Controller

North London

A financial career with exceptional advancement opportunities has arisen in a technology-driven manufacturing subsidiary of a large successful multinational corporation.

As a result of internal promotion we are seeking a Financial Controller who will be responsible for the total finance and data processing function of this £8 million turnover business. Reporting directly to the General Manager, you will be expected to play an active role in strategic business planning and the overall commercial decision-making process.

You will be a qualified accountant,

c£26,000 + Car

preferably ACMA, aged 28-32, with experience gained in a production environment. You must be dynamic, self-motivated, ambitious and have strong interpersonal skills.

Career opportunities beyond this position are extensive and will provide the right person with a sustained level of challenge and interest.

If you are interested and meet the above requirements then please send your curriculum vitae and daytime telephone number to

Jon Anderson ACMA, Executive Division, 39-41 Parker Street, London WC2B 5LH, quoting ref. 504.



Michael Page Partnership

International Recruitment Consultants
London Bristol Windsor St Albans Leatherhead Birmingham Nottingham
Manchester Leeds Glasgow & Worldwide

A MAJOR RETAILING OPERATION DIVISIONAL FINANCE MANAGER

London Green Belt

Our client, a major organisation in the retail industry, is seeking an ambitious and dedicated professional to join their young, dynamic senior management team.

Having experienced rapid growth through acquisition and instigated an aggressive marketing campaign, they are now seeking to recruit an entrepreneurial, qualified accountant from a commercial background to assume a wide range of responsibilities, including:

- Preparation of management accounts
- Capital expenditure appraisal/control
- Budgets and forecasts
- MIS development
- Group reporting
- Profitability analysis

Reporting to the Financial Controller, you will liaise extensively with senior non-accounting personnel and control a highly motivated team of ten professionals. You should be aged 25-35, with excellent communication skills and substantial business acumen.

An outstanding range of benefits includes a highly competitive salary, executive car, BUPA, permanent health insurance, substantial staff discounts and full relocation assistance where appropriate.



Please write, enclosing a full CV, quoting Ref. A132, to Simon Hewitt at Mervyn Hughes International Limited, Management Recruitment Consultants, 63 Mansell Street, London E1 8AN. Telephone: 01-488 4114.

Newly qualified and looking to accelerate your career?

Internal Auditor

If you have high expectations, as a recently qualified accountant, you will be looking to join a successful forward moving company with opportunities for ambitious young professionals.

Our client is a major exploration and production subsidiary of a US international company with an extensive range of offshore oil and gas interests in the North Sea. As a result of internal promotion they seek a professional to join their internal audit function. The department is responsible for auditing all aspects of their onshore and offshore activities in the UK. This includes internal control, EDP, operational and joint interest auditing. Assistance is occasionally provided to the US Head Office audit function on overseas audits.

You will have immediate responsibility for co-ordinating the activities of audit teams, staff training and for providing advice to senior management.

Prospects for advancement are excellent, both within Audit and other financial areas of the company. Ambition, self-motivation, and diligence are all qualities vital to this role. You will be expected to have good interpersonal and communication skills, an ACA, ACCA or CIMA qualification and a minimum of two years' experience in accounting or auditing within the profession, industry or commerce.

A highly competitive salary is offered plus a full range of benefits including a non-contributory pension scheme and a generous relocation package where applicable.

Please send your CV for an application form to Andrew Goobey, Moxon Dolphin & Kerby, 178-202 Great Portland Street, London WIN 6JJ quoting reference no. 4052.

MOXON-DOLPHIN-KERBY
EXECUTIVE SEARCH & SELECTION

Financial Controller

Housebuilding

Midlands

c£27,000 + Executive Car

Our client is a highly respected and profitable subsidiary of a prestigious UK Group engaged in construction, housebuilding and property development. Following internal promotion they now need to appoint a Financial Controller for the Housebuilding subsidiary. The Management team is young, aggressive and professional, and the company has a remarkable growth rate which will provide excellent prospects for the high flier.

Responsibility will be for the full accounting function, but will major on future planning, business reviews, cash and profit forecasting and special projects. You will work very closely with your Managing Director who will be looking for a significant input into the commercial aspects of the company's activities. You should be a qualified accountant, probably aged 28 to 35, with the creativity, commercial flair and strength of character to be part of this lively and highly successful team. Exposure to computerised accounting systems and knowledge of micros is essential. A background in the Construction industry would be highly desirable.

In addition to negotiable salary, the post carries an excellent benefits package including pension, car, BUPA, share options and relocation expenses. Please telephone or write with career details, in complete confidence to Philip Withey, the client adviser, quoting ref. PJ711.

RNW Associates

EXECUTIVE SEARCH AND SELECTION

Horizon House, 44 London Rd,
Staines, Middlesex TW18 4HD.
Tel: Staines (0784) 583327 or 63731

Accountants... ...taking IT into the 90's

c£20-£30K + Car

Within Management Consultancy a requirement has been identified for dynamic accountants who appreciate the impact and importance of IT in the finance field.

We have at present a number of excellent opportunities for ambitious individuals within a prestigious Consultancy. You will benefit from:

- Involvement with a wide ranging client base.
- Progressive courses covering software packages for both mainframe and mini computers, project methodologies, systems analysis and design.
- The challenge of continuous change both in terms of technological advancement and the assignment to new projects on an ongoing basis.
- Excellent career prospects in both consultancy and line finance resulting from an in-depth of

accounting systems and techniques; problem solving expertise; exposure to senior decision makers.

Opportunities exist for young graduate calibre accountants with a good academic background, from newly qualified to candidates with up to 5 years' post qualification experience.

You must be able to demonstrate a keen interest or have a proven track record in the specification, implementation and update of computerised systems. In addition, strong inter-personal skills and the ability to operate effectively within a multi-disciplinary team of professionals are essential.

If you meet the above requirements and can take systems into the 90's please send your curriculum vitae to Alison Hill at 39-41 Parker Street, London WC2B 5LH quoting ref. 505 or telephone her on 01-631 2000 for further discussion.



Michael Page Partnership

International Recruitment Consultants
London Bristol Windsor St Albans Leatherhead Birmingham Nottingham
Manchester Leeds Glasgow & Worldwide

FINANCIAL SERVICES

Risk Control Management

Age 35-45

\$35,000+ plus benefits

Our client is a major Plc with a wide range of financial services products sold throughout the UK. The Chief Executive wishes to appoint a chartered accountant to report directly to him at the level of Assistant General Manager.

The individual will head up a professional team running internal audit and compliance functions, ensuring that all areas of risk arising from external dealings and internal procedures throughout the Group are minimised.

You will be a mature professional with direct experience of a financial services environment seeking to take a visible managerial role with wide ranging influence throughout the Group. Reporting at the highest levels we would expect the successful candidate to use this opportunity as a stepping stone to future top line management positions. Leadership skills allied to intellect and tenacity are qualities which will bring success.

Candidates should write or telephone in the first instance to me, Robin Witheridge, consultant to the Group. All communication will be treated in strict confidence and your details will not go forward until you have been fully briefed and given your consent.



Mervyn Hughes International Ltd, Management Recruitment Consultants, 63 Mansell Street, London E1 8AN. Tel: 01-488 0155.

Group Financial Controller

(Finance Director Designate)

NW KENT

To £25,000 + Car

Our client is a leading manufacturer, wholesaler and retailer of quality commercial catering equipment. The Group provides to the catering industry the full range of products required to install and operate a commercial kitchen. This family-owned and managed company has a turnover approaching £10m and is showing significant growth in the near future.

The Group now seeks a professionally qualified and experienced accountant to join the young group management team and provide a much needed financial input to the Board. Key responsibilities will include:

- financial direction and control of the Group
- financial reporting
- developing and monitoring management accounts
- further implementation of the computerised MIS
- cash and treasury management
- management of the Group accounting function
- implementation of cost control systems.

Ideally, the Group Financial Controller will be an ACA or ACCA with senior manufacturing and retail experience, probably of subsidiary or branch level. Candidates in their 30s probably will have had sufficient experience, yet fit into the young management team. Appointment to the Board is expected for the person who makes the desired contribution.

Please write, enclosing a concise CV including daytime telephone number, to Steve McRorie, explaining why you feel you are right for this important position.

ROBSON RHODES

Chartered Accountants

Management Consultancy Division,
186 City Road, London, EC1V 2NU.

Financial Controller - Banking

A unique opportunity to become a major influence in the UK operation of a prestigious European Bank.

This position will appeal to an experienced accountant who is currently a head of an accounting function and is ready to move up to a management role, including audit and general management of accounting principles and also development of Management Information Systems. Reporting direct to the General Manager, this is a high profile position in the London Branch.

The successful candidate will be a qualified accountant and should ideally possess several years experience as head of an accounting function in an international Bank, an awareness of the trends in usage of new financial instruments and an appreciation of the current regulatory environment.

Salary is negotiable and will reflect the importance of the position. In addition a first class benefits package, including company car, is offered as one would expect from a leading financial institution.

To apply please write, enclosing your Curriculum Vitae, to

John Parker, Head of Personnel
Amsterdam-Rotterdam Bank N.V.
101 Moorgate, London EC2M 6SB



Amro Bank
London Branch

Jonathan Wren

EUROPEAN REGIONAL AUDITOR ACA

£20,000 + banking benefits

Our client, a major US financial services corporation, with its international headquarters in London and a European branch network, wishes to recruit an individual for the above vacancy.

THE CANDIDATE:

Applications are sought from candidates who match the following criteria: Motivated graduate ACA's who have recently qualified, with strong audit skills. First class inter-personal and analytical skills are essential, as is the ability to work within a team environment. 30% European travel is envisaged.

PRINCIPLE RESPONSIBILITIES:

- Operational and financial evaluation of the organisation's functional effectiveness.
- To provide written and verbal recommendations regarding audits.
- To propose remedies to any weaknesses or shortfalls found.
- To lead and manage audits/auditors contributing to audit methodology and drafting final reports.
- To establish relationships with business managers and their functions with a view to providing advice and guidance on a wide range of issues.

Career opportunities are excellent both within audit and, in the medium term, elsewhere within the organisation.

Contact Brian Gooch on 01-588 7756 or forward a detailed curriculum vitae.

LONDON

HONG KONG

SINGAPORE

SYDNEY

Jonathan Wren
Recruitment Consultants

34 London Wall, London EC2W 5EA. Tel: 01-588 7756

FINANCE DIRECTOR

North of England c£30,000 + Car + Attractive Benefits

Our Client deals in machine tools from three main operating bases in the West Midlands, Lancashire and Yorkshire.

A Finance Director, with a demonstrable track record of success to date, is sought to further strengthen the Board. This represents a demanding and rewarding career opportunity, which will involve the successful candidate in a company which has recently grown rapidly through acquisition.

Previous experience of company flotation would be a distinct advantage to the chosen candidate.

The Finance Director will take a close involvement in all aspects of the company's trading, commercial and strategic decisions, together with the requirement to control the finance function and monitor the overall financial performance of the business.

The selected candidate will be a dynamic young Accountant, probably in the 30 to 35 age range, with significant experience gained in a commercial environment. As a qualified Accountant, preferably FCA, you will also have good communication skills and the ability to relate to people at all levels. An attractive remuneration package, comprising share options and relocation expenses is offered.

Please apply in writing with full career and salary history details, quoting reference B/115/88 to Damaris Marron.



KPMG Peat Marwick McLintock

Executive Selection
Peat House, 45 Church Street, Birmingham B3 2DL

Group Financial Controller

Career appointment Watford, Herts

Our client, Thomson Regional Newspapers Limited is the largest regional newspaper publisher and one of the foremost technological advanced Groups in the United Kingdom and part of the well known and progressive International Thomson Organisation.

To take account of internal promotion there is a need to recruit a capable and commercially minded financial executive, who will report to the Finance Director, and support the subsidiary companies' management in developing their business plans and

performance.

Applicants, aged, ideally 28 to 35, in possession of a major accounting qualification and/or business degree, must offer sound experience in financial functions including planning, in general management environments, and ideally a multi-plant operation. They must be practical in approach with strong communication skills in order to work successfully with senior management in developing and interpreting business plans.

In addition to salary, benefits will

include a fully expensed car, pension and private health arrangements and five weeks holidays per annum. This opportunity offers personal and career opportunities in a developing and growth situation.

Applicants interested should write enclosing a full CV and current salary, quoting reference MCS 7229 to Michael R Andrews Executive Selection Division Price Waterhouse No. 1 London Bridge London SE1 9QL

Price Waterhouse



FINANCIAL DIRECTOR KENT/SURREY

Young qualified Accountant (28-35) required to act as Financial Director for small but rapidly-growing company. USM flotation imminent. Attractive package for the right candidate. Apply to:

Box A0843, Financial Times, 10 Cannon Street, London EC4P 4BY

Unit trust administration

City/East Anglia £40,000 + car

For the newly independent asset management arm of a leading City institution, part of a major UK public company with wide international interests.

The group's unit trusts have so far been administered externally. The task now is to set up a complete in-house administration from scratch.

Reporting to the Chief Financial Officer, this is an exciting opportunity to build your own team and establish a discrete unit within a rapidly developing fund management organisation.

Probably a qualified accountant in your 30s, you must have substantial management experience at a senior level in unit trust administration, either gained directly or from a consultancy specialisation. Ideally, you will also have already taken the initiative in establishing a new organisation in this field.

Résumé, with daytime telephone numbers, should be sent to Daphne Silvester quoting reference DS994.

Coopers & Lybrand Executive Selection Limited

Shelley House 3 Noble Street London EC2V 7DQ

20 Accountancy Personnel

Placing Accountants First



The Phoenix Timber Group plc

ASSISTANT TO GROUP CONTROLLER

Rainham - Essex

to £21,000 + Car + Package

This fast expanding and highly lucrative group of companies requires presently qualified Accountants, looking for a Group Head Office Position within a growth oriented commercial environment.

The role is varied and challenging, with excellent medium-term career prospects, covering acquisitions, system development, design and implementation, ad hoc work and 'trouble shooting', as well as main-stream accounting. The position will involve extensive travel throughout the UK and a significant amount of time could be spent away from Head Office working in current or prospective subsidiaries. If you offer a sound technical background, computer literacy and a commercial, self motivated approach call 01-638 3066 Ref: JP or send a Curriculum Vitae.

PROPERTY MANAGEMENT ACCOUNTANT

Norwich

£neg + first class benefits

Norwich Union is one of the fastest growing insurance and financial services groups in the UK, a market leader and an equal opportunities employer. A £1 billion investment portfolio of over £3 billion puts their Estates Division in the forefront of commercial property developers.

Continuing success and growth have created an outstanding opportunity for a qualified accountant with related property experience to join the exciting team.

The successful applicant will be responsible for a team of 15 people charged with the day to day financial and management accounting function and be actively involved in the development of relevant systems. The negotiable salary is backed by a first-class benefits package and reflects the importance we place on this key position. In addition, a generous relocation allowance is available.

FINANCE DIRECTOR DESIGNE

Cleveland

£20,000 + Car + Benefits

For further details, please contact: Accountancy Personnel Victoria House, 159-163 Albert Road, Middlesbrough, Cleveland, TS1 2PX Tel: 0642 226716

SPICER & OPPENHEIM A MEMBER OF SPICER & OPPENHEIM INTERNATIONAL MANAGEMENT SERVICES & AUDIT

Peterborough

Our Peterborough Office offers newly or recently qualified accountants a challenging and progressive career opportunity. We are looking for individuals to form part of a team involved in investigations, business planning and financial analysis to clients, as well as being involved in a supervisory capacity on our larger audit work. Your salary will fully reward your experience and ability and there is excellent opportunity for early promotion to manager.

WRAXALL FINANCIAL ACCOUNTANT

Warwickshire

£17,000 + Benefits

Our client, WRAXALL DISTRIBUTION LIMITED specialises in the import and distribution of power transmission and hydraulic products within the EEC.

This new role offers an ideal opportunity to take responsibility for day to day accounting. Head a small team, produce monthly figures and be actively involved in developing financial disciplines.

You will be an energetic qualified accountant or exceptional finalist, technically versatile and commercially aware.

The attractive salary package is supported by their large group benefits.

CONFIDENTIAL

For further details, please contact: Accountancy Personnel 13 Cavell Court, North Street, Peterborough, Cambridgeshire PE1 2RA Tel: 0733 558517

For further details, please contact: Accountancy Personnel 4a Cornhill House, Station Square, Coventry, CV1 2PP Tel: 0203 57202

Financial Director

West London

from £40,000 + car + benefits

Our client is one of Britain's most successful private international construction and development companies with a turnover in excess of £100 million. Its corporate interest lies extensively in property investment and trading, commercial construction and private housing. Current major areas of activity are the UK and USA.

The Financial Director, who will have the prospect of becoming Chief Executive, will be responsible for corporate review and all group financial reporting systems, financial budgets, planning and all group complex taxation matters. This is a pro-active role and includes leading potential acquisition investigations, facilitating the financing of property developments and advising the Board on all financial matters concerning the group.

Aged 32-48, you are likely to be a CA with a proven track record of developing financial and business strategies at group level. Exposure to international business markets, particularly the USA is desirable, but of overall importance is the quality of commercial flair and business acumen.

To obtain further information, please send a detailed CV, in strict confidence to Charles R. S. Cotton or telephone Elizabeth Lang on 01-353 1244. Ludgate House, 107-111 Fleet Street, London EC4A 2AB

ASA International



FINANCIAL DIRECTOR KENT/SURREY

Young qualified Accountant (28-35) required to act as Financial Director for small but rapidly-growing company. USM flotation imminent. Attractive package for the right candidate. Apply to:

Box A0843, Financial Times, 10 Cannon Street, London EC4P 4BY

CHIEF ACCOUNTANT/ COMPANY SECRETARY

Croydon Manufacturer seeks young qualified accountant for challenging role.

£19,000 + Car
Robin Peterson ACA, Compass Staff, Tel: 0892 47046

Unit trust administration

City/East Anglia £40,000 + car

For the newly independent asset management arm of a leading City institution, part of a major UK public company with wide international interests.

The group's unit trusts have so far been administered externally. The task now is to set up a complete in-house administration from scratch.

Reporting to the Chief Financial Officer, this is an exciting opportunity to build your own team and establish a discrete unit within a rapidly developing fund management organisation.

Probably a qualified accountant in your 30s, you must have substantial management experience at a senior level in unit trust administration, either gained directly or from a consultancy specialisation. Ideally, you will also have already taken the initiative in establishing a new organisation in this field.

Résumé, with daytime telephone numbers, should be sent to Daphne Silvester quoting reference DS994.

Coopers & Lybrand Executive Selection Limited

Shelley House 3 Noble Street London EC2V 7DQ

DIVISIONAL FINANCIAL CONTROLLER

Surrey £23,000 + car

OUR CLIENT is a rapidly expanding PLC specialist retailer of accessories for the home. It is now vigorously developing the trade side of its operation. Quality of service will continue to be the key feature in the success of this volume-sensitive business.

THE ROLE is to manage and develop the total financial and management accounting function, responding to the changing and growing needs of the business. Initially the task will be to integrate the accounting function into the group environment including the adoption of new procedures and timetables.

THE REQUIREMENT is for a qualified accountant with the ability to combine theory and enthusiasm with a practical, tight but tactical approach to the detail of the business. As a key member of the Divisional Managing Director's team, there will be a continuing need to work closely with Group.

THE REMUNERATION PACKAGE, negotiable at about £23,000, will include a car and PFI and career prospects are considered excellent.

Please reply in complete confidence enclosing a CV and quoting reference 176A to the Managing Director

Tanstead Associates Ltd
Executive Search and Selection
21 Hills Place, London W1R 1AG
A member of The Tanstead Professional Group

FINANCIAL ACCOUNTANT LONDON

c : £21,000 p.a.

The Financial Times Group, publishers of Europe's leading Business Newspaper and other business products is a diverse and expanding organisation.

Reporting to the Group Accountant, the Financial Accountant will be actively involved in the day to day running of the central Finance Department in addition to responsibilities for preparation of Statutory Accounts, Corporation Tax Returns, Financial and Cash Flow Reporting to both Group Management and its parent company Pearson plc.

Candidates must be qualified accountants and will probably be in their mid-twenties with a background in a major professional firm. They should be self-motivated, enthusiastic and good communicators.

This post offers an excellent opportunity for a first move from the profession and provides scope for gaining wide-ranging experience in an exciting commercial environment.

Please apply in writing enclosing a full C.V. to: Mr Martin Creasy, Group Financial Accountant, The Financial Times, Newspaper House, 8-16 Great New Street, London EC4 3TS

FINANCIAL TIMES
EUROPE'S BUSINESS NEWSPAPER

Group Finance Director

North London Salary c.£30,000 + Car + Options

Our clients, a dynamic, expanding, privately owned Property Group have established a sound reputation and consistent profitable growth. They aspire to take the firm to the Unlisted Securities Market and recognise the crucial role that a full time Finance Director would have in planning and monitoring the firm's business and financial affairs.

Reporting to the Chairman, the successful candidate will have full responsibility for the financial role, the development of systems, the financial strategy and treasury management.

Candidates, aged 27-35 will be graduate Chartered Accountants who can demonstrate strong personal attributes and practical success in planning and managing finance preferably gained in a property investment or financial services environment. Good management and systems appreciation and development and a sound interface with "City" institutions are essential requirements to this post.

Interested candidates, who meet these demanding criteria, should send a detailed CV including current salary to Don Day FCA, quoting reference LM011, at Spicers Executive Selection, 13 Bruton Street, London W1X 7AH.



SPICERS EXECUTIVE SELECTION
A MEMBER OF SPICER & OPPENHEIM INTERNATIONAL

Financial Analysis and Planning Manager

Up to £20,000+ Car

Gloucestershire

Our client's expertise in their specialist area of high technology is respected worldwide over UK turnover alone exceeds £40 million and continuing business expansion has now created the need for an additional finance professional.

Reporting to the Financial Director, you'll play a key role in the preparation of budgets, forecasts and analysis along with the provision of vital management information that will have a direct bearing on the company's development.

A qualified accountant with a good track record in a commercial or industrial environment, it's unlikely that you'll be aged under 25. As a member of the management team, you'll need good

interpersonal and presentation skills plus sound analytical and business judgement.

In return, there's an excellent rewards package, plus the opportunity to join a well established company offering scope for career advancement. Relocation assistance is also available, where appropriate.

Please telephone Barrie Witt on 021-456 1385 (office hours) or 06845 66477 (evenings) or write with full CV, quoting ref LS750 to Austin Knight Selection, Triton House, 51-53 Hagley Road, Edgbaston, Birmingham B16 8T2

Austin
Knight
Selection

SHORT TERM CONTRACTS**NORTH HERTS**

Rapidly expanding engineering company requires two qualified accountants on short-term contracts (2 - 4 months). Salary pro rata to £25,000 p.a. Experience in manufacturing environment an advantage. Age no barrier - experience will count in these challenging positions. Retired Finance Directors considered.

Full CV to

Box A0840, Financial Times,
10 Cannon Street, London EC4P 4BY

FINANCIAL CONTROLLER

£25k+
To head finance and administration functions in an eminent company in this country's fresh food industry.
This one's a little different... please contact Paul Cherry at Tripos Consultants to find out more in confidence.

Tripos Consultants Limited
80 Calthorpe Street, Bury, OX18 8EX Tel: (0865) 875457/875458
International Consultants in Food and Agriculture

DIVISIONAL FINANCIAL CONTROLLER (Director Designate)

Sutton, Surrey

Package c.£30,000 + car

Our client is a major British plc which is re-structuring its interests in the rapidly expanding markets for mobile communications and electronic security protection systems and this creates an opportunity for a dynamic and commercially astute accountant.

Reporting directly to the Managing Director of the Group's Communications and Electronics Systems Companies, the Financial Controller will assist in implementing the strategic development and have complete responsibility for tight control of the financial aspects of the business including Group reporting, budgeting and planning, cash management, financial and management controls and acquisition appraisal.

Candidates should be qualified accountants in their mid 30's to mid 40's. A positive and entrepreneurial operating style should be combined with sound technical and business acumen gained from professional, commercial and ideally service orientated roles. Experience of computer based accounting and management information systems is essential along with strong interpersonal skills.

To apply, please send full career details, quoting reference 109/4, to John Allen, Breakthrough Appointments, Prince Rupert House, 64 Queen Street, London EC4R 1AD.

Group Finance Controller Yorkshire c. £25k + car + benefits

Our client is a UK based PLC with substantial overseas interests and worldwide turnover in excess of £150 million. Manufacturing a range of engineering products the Group is recognised as a market leader, and is now moving into a period of significant growth.

Joining a central team led by the Group Finance Director the role encompasses all aspects of PLC group accounting including:

- Corporate consolidation
- Development of group accounting systems
- Group accounting standards
- Investment appraisal
- Post acquisition integration.

The Group is currently reviewing all corporate accounting practices and systems and the Group Finance Controller will play a leading role in the design, development and introduction of new systems.

The successful applicant will be a qualified accountant with strong technical skills and a good knowledge of UK tax. He or she will have an organised and thorough style, coupled with an ability to see the wider issues, and fit into the team and contribute.

Applicants from the profession will be particularly welcome.

The package includes a fully expensed quality car, private medical insurance, non contributory pension scheme and relocation assistance.

To apply write to Caroline Druke with a brief career history including details of current earnings.

Deloitte Haskins + Sells

Cloth Hall Court, Infirmary Street, Leeds, West Yorkshire LS1 2HT

FINANCIAL ANALYSTS up to £21K packages dependent on experience

In the fast-moving financial services industry, sound financial planning is vital to success, so the importance of the American Express Business Planning and Financial Analysis department speaks for itself.

As a Financial Analyst in our Brighton Headquarters, you will contribute to the co-ordination and control of regional budget and forecasting operations. In particular, you will analyse and prepare the data upon which senior management base their regional pricing and investment decisions, so you will need to have the ability to set priorities, identify significant facts, and turn raw data into a useable financial tool.

To meet the demands of this highly responsible role you should be a graduate or a recently qualified Management Accountant, or a finalist in a related business discipline. It is essential that you have between 1 and 3 years' experience, preferably in a multi-national environment, and you must be PC literate.

Finally, your ability to work well under the pressure of deadlines must be matched by both ambition and enthusiasm, since this is an unrivalled career opportunity offering you unlimited potential for advancement within an organisation where high performance is both encouraged and rewarded.

In return we offer an excellent salary and an impressive range of benefits which include mortgage subsidy, private medical care scheme, free life assurance, non-contributory pension scheme and relocation if appropriate.

Interested? Please send your detailed c.v. to: Mike Whippy, American Express Europe Limited, Amex House, Edward Street, Brighton BN2 2LP.

GRADUATES/ MANAGEMENT ACCOUNTANTS WITH 1-3 YEARS' EXPERIENCE



Financial Planning Manager

Cheltenham

Career Prospects + Attractive Package

This newly created position within a manufacturing division (t/o c50m) which is marketing led, reports to the Financial Director.

The role will have responsibilities for a small team to develop the management reporting systems in addition to financial planning, evaluation of new product developments and expansion plans through both organic growth and possible acquisitions.

Candidates, age indicator 28-33, should be qualified accountants possessing good inter-personal skills, having worked with sophisticated systems and senior executives.

An attractive remuneration package

includes a bonus scheme, fully expensed car and if relevant relocation expenses. Proven success should lead to promotion within this UK group plc.

Please write or telephone enclosing full resume quoting ref. 215 to:

Nigel Hopkins FCA,
97 Jermyn Street,
London SW1Y 6JE
Tel: 01-839 4572

**Cartwright
Hopkins**

FINANCIAL SELECTION AND SEARCH

FINANCIAL CONTROLLER RECORD INDUSTRY

Small, though a household name with excellent growth prospects, our Client is the autonomous subsidiary of a US parent. A marketing/distribution company with the majority of product "licensed in" for the high-volume market, they also have involvement in mid-price record production, distribution for third parties, and have recently entered the video sector.

Reporting to the General Manager and controlling the whole finance function, the role places particular emphasis on Royalty Accounting (including development of a Royalty Accrual system), together with taxation, cash flow management and systems development. Controlling seven staff, the role also embraces provision and improvement of all management information, with particular emphasis on analytical information generated by the use of spreadsheet modelling.

Candidates will be qualified Accountants, 23-30, with experience of Royalties, Marketing and Distribution ideally gained in a Record Company or via relevant audit experience. A "hands on" role, there are clear medium-term prospects to a Directorship.

Please apply directly to Greg Ripley at
Robert Half, Prepost, 400 West House, Bedford Street,
418 The Strand, London WC2R 0BR.
Telephone 01-836 3545.

Financial Recruitment Specialists
London - Birmingham - Windsor - Manchester

Group Chief Accountant

West London Package c.£40k+car

Our client is one of Britain's leading Engineering and Construction Groups, operating in some 70 countries worldwide, generating £2.5 billion of sales from 50,000 people.

The need is for a young, dynamic Group Chief Accountant, part of a small head office team, to take responsibility for all Group financial accounting including the control of a substantial financial data base and MIS.

In addition to the coordination of all accounting, budgeting and reporting requirements, the Chief Accountant will perform a key role in the overall financial management of the Group, supervise the parent company's accounts department and be responsible for the development of systems.

This key role requires a chartered accountant, preferably aged mid 30s, with strong technical skills and previous experience of a major accounting system within an international group involving complex consolidation.

Candidates must be used to working under pressure with a small support staff and sophisticated data processing systems.

As this is the main accounting interface for the Group, good interpersonal skills and an ability to command respect, both through technical knowledge and personality are essential.

Success in this position could lead to further career opportunities within the group.

Please write in confidence enclosing full career summary and indicating current salary level to Peter Makin, quoting reference 1846.

Odgers

MANAGEMENT CONSULTANTS
Odgers and Co Ltd, One Old Bond St.
London W1X 3TD. 01-499 8811

Operations Accountant Seeking Mobility?

Mix Business With Leisure!

From £20,000 + Car

Being the largest Division of one of the U.K.'s most successful, rapidly expanding Catering and Leisure organisations, my client operates a chain of Social Clubs, Nightclubs and other associated venues throughout the country.

Following recent major restructuring throughout the Group, an excellent career opportunity has now arisen for an OPERATIONS ACCOUNTANT to join the divisional head office team, based in central London. In this capacity, you will support operational management by providing, for example, financial/variance analysis, forecasting, the monitoring of overheads/margins, investment feasibility studies and the identification of profit improvement opportunities.

Thus, you must be a commercially aware, enthusiastic, energetic and qualified Accountant, perhaps possessing some relevant experience in a multi-site, fast-moving retail/leisure company environment. However, you could well be appropriate straight from the profession if you have all the right qualities.

In any event, you do have a thorough understanding of computer-based accounting systems, accounting and planning techniques, variance analysis and investment appraisal procedures. A willingness to be highly mobile, an ability to work calmly under constant pressure and the possession of excellent planning and budgeting skills are also essential. You are likely to be aged 24-29 years.

Benefits additional to a negotiable salary as indicated include a company car, pension/private health schemes, staff discounts and relocation assistance if necessary. Future career prospects are exceptional.

If you genuinely believe you are sufficiently "out of the ordinary" to match our rather singular requirements on this occasion, then please ring or preferably write (in total confidence) to me, Richard J. Sowerby, Sowerby's (Selection) Ltd., Personnel Consultants, 500 Chesham House, 250 Regent Street, London W1R 5FA. Tel: 01-438 6288.

Internal Audit Manager

Elders
ELDERS FINANCE GROUP
UK LIMITED

An Internal Audit Manager is required to support the growth of Elders Finance Group in the UK and Europe. Reporting to the Controlling Audit Manager in Australia, this role will have full responsibility for internal audit appraisals. The scope of the role is wide including operational, statutory, compliance and other assignments.

The ideal candidate will be a qualified accountant with significant internal audit experience in a relevant organisation. Merchant Banking or similar experience would be particularly useful.

An attractive remuneration package will be offered to the right candidate.

Applications to include a full C.V. should be sent to the Personnel Manager, UK/Europe, Elders Finance Group Ltd., 73 Cornhill, London EC3V 3QQ.

Lower operating costs lift
Du Pont profits by 51%

BY JAMES BUCHAN IN NEW YORK

DU PONT, the biggest US chemicals producer, yesterday capped a strong recovery for the US chemicals industry with the announcement of 51 per cent increase in first-quarter earnings.

The advance came on solid but unspectacular sales growth of 12 per cent and shows the striking improvement in industry profitability, thanks to the shedding of excess capacity and lower operating costs.

Du Pont, which spans a product range from crude oil through nylon to pharmaceuticals, said first-quarter earnings were \$30m or \$1.62 a share against \$33m or \$1.62 a year earlier. Sales were \$7.99m against \$7.13m in the 1987 first quarter.

The group, based in Wilmington, Delaware, said the earnings increase came from good improvements in agricultural and industrial chemicals, coal, petroleum, polymers and fibres.

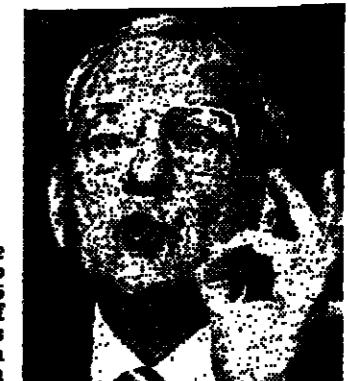
Mr Richard Heckert, chairman, said: "The solid gain in first-quarter performance reflects continued strong worldwide demand and further progress in reducing costs and improving overall efficiency."

Du Pont, which acquired the Conoco oil company in 1981, said margins on petroleum refining and marketing improved and earnings from production increased because of lower operating costs.

Agricultural and industrial

SECTION II - COMPANIES AND MARKETS
FINANCIAL TIMES

Thursday April 28 1988

CONSISTENCY,
PROFITABILITY,
LEADERSHIP+VISION.
WOLSELEY

Mr Lee Iacocca: Embarrassed by \$1.8m pay for 1987

to have prompted Chrysler to maintain its aggressive sales strategy, and the company announced that it would increase this year's production target by 100,000.

The higher production schedule would enable Chrysler to delay until the end of the year the previously announced closure of its plant in Kenosha, Wisconsin.

USX buoyed by steel recovery

BY OUR NEW YORK STAFF

USX, America's biggest steelmaker, which is also a big oil producer, made net profits of \$157m or 52 cents a share in the first quarter, on sales of \$4bn. The results were not comparable with 1987 figures because of the steelworkers' strike which caused a \$72m first-quarter loss.

Nevertheless, Mr David Boderick, chairman, accompanied the results announcement with an extremely upbeat statement, reflecting the strong recovery throughout the US steel business as well as the company's hopes of better results from its energy segment in the months ahead.

The corporation expects further profit improvement in the second quarter and continued strong financial performance for the remainder of the year, he said. "We see no let-up in demand nor a softening of prices for steel products. We are finally putting to rest the image of a rust-belt industry and replacing it with an image of a highly productive, lean and profitable worldwide competitor."

In the latest quarter, the steel segment of USX had operating profits of \$157m on sales of \$1.4bn. Last year the steel business lost \$180m on strike-affected sales of only \$190m.

The energy segment, which includes Marathon Oil and Texas Oil & Gas, made operating profits of \$91m on sales of \$2.4bn. This compared with profits of \$121m on sales of \$2.3bn in the first quarter of 1987.

Diversified businesses, which include transportation and agricultural companies, made \$77m on sales of \$322m. This result included a one-time gain of \$43m which partially reversed big restructuring charges taken in 1987. In the year-earlier quarter diversified businesses made \$8m on turnover of \$322m.

Primerica hit by special items

BY OUR NEW YORK STAFF

PRIMERICA, the US financial conglomerate created by Mr Gerald Tsai from the corporate shell of the American Can business, made net profits of \$55.7m or 99 cents a share in the first quarter.

This figure was down from the \$69.7m or \$1.20 reported last year, but the whole decline was due to non-recurring items.

Excluding one-time gains from asset disposals, Primerica's earnings in the last quarter were \$45.1m or 78 cents a share, compared with \$42.6m or 70 cents a year ago.

However, last year's results did not include profits from Smith Barney, Primerica's recently acquired investment banking and stockbroking subsidiary. Smith Barney contributed \$16m to Primerica's pre-tax operating profits of \$125m in the latest quarter.

Excluding one-time gains and Smith Barney's contribution, operating profits before tax and interest were \$107.4m compared with \$98.4m in the first quarter of 1987.

Operating profits from insur-

ance, mortgage banking and asset management increased by 39 per cent to \$24.5m, while specialty retailing made \$22.1m, 12 per cent higher than last year.

No comparable figures were available for Smith Barney. But Mr Tsai said corporate financing business had been strong in the last quarter, while retail brokerage had remained sluggish.

Primerica's quarterly revenues were up 28 per cent at \$1.03bn, with much of the advance due to the Smith Barney acquisition.

Analysts say Primerica's results did not include profits from Smith Barney, a sizable shareholder.

He manoeuvred so that Nova was forced to offer C\$22.50 a share for the Polysar shares it does not already own, up from C\$18.50 a share.

Mr Blair said in Calgary yesterday that Nova would not raise its bid, while Mr Isautier has invited other groups to offer for Polysar assets.

Mr Blair said Nova planned to expand its western petrochemical business without including Polysar's Ontario plants, even though

he had hoped to do a deal with Mr Isautier.

Analysts say Canterra is worth nearly C\$1bn. Other companies such as Texaco Canada, BP Canada and Shell Canada have been looking at the unit, but Nova already has 12 per cent of the company and is likely to sell this to Husky.

Mr Blair said Nova had bought its Polysar stock for C\$17m and at recent market prices it was now worth C\$25m.

This summer Nova plans to start engineering on a C\$25m ethylene plant in Alberta.

USAir slides into loss but sees improved position

BY OUR FINANCIAL STAFF

USAIR GROUP, the US airline holding company which recently acquired Piedmont Aviation and Pacific Southwest Airlines, yesterday reported an \$18.8m first-quarter loss but said it returned to profitability in March.

The loss, equivalent to 43 cents a share, compared with a profit a year earlier of \$23.5m or 80 cents. Revenues jumped from \$465m to \$1.25bn, reflecting the acquisition.

Operating income fell to \$4.1m in the latest quarter from \$28.5m in 1987's first three months. This reflected operating losses at the USAir unit and Pacific Southwest.

At USAir, an increased break-even load factor resulted

from a combination of yield pressures and an increase in the cost of operating seat miles, due substantially to increased fuel prices. At PSA, the loss was attributed primarily to a decline in traffic.

"Although the first-quarter results are disappointing, we are already seeing yield improvements at USAir and will implement new scheduling changes in May and June to improve service in the former PSA markets," the group said.

Southwest reported a slender net profit of \$18.000 or 1 cent a share, against a loss last time of \$9.83m or 30 cents, which included a \$3.25m tax credit. Revenues of the Dallas-based regional carrier rose from \$139.8m to \$178.6m.

The mine was shut down a year ago after an underground beltway caught fire, causing millions of dollars of damage. Copper prices then were around US 60 cents and Noranda said reopening was not justified.

Now Noranda says the mine can be economic with prices between US 80 cents and US 90 cents a pound.

Repap Enterprises, one of Can-

ada's fastest-growing pulp and paper companies, had a first-quarter net profit of C\$1.1m or 35 cents a share, up from C\$1.7m or 37 cents a year earlier on revenues of C\$25m against C\$20m.

Earnings would have been \$3.5m higher except for the rising value of the Canadian dollar in US terms. Repap's pulp mills are in Northern British Columbia and New Brunswick and its lightweight coated paper machines in New Brunswick and Wisconsin.

A large proportion of its pulp and paper output is sold in the US. The company benefited from strong pulp and paper prices and from 100 per cent capacity increases.

Normal There were not more than half a dozen against us.

He also revealed that Barclays has been told by the Stock Exchange that it was not holding an official investigation into reports of a leak over the rights issue.

Barclays must now be hoping that the future over the issue will

be better than the present.

However, the City of London will be watching to see whether investors vote with their feet and divest themselves of the extra shares that the issue has obliged them to acquire.

Noranda to spend C\$20m in copper mine reopening

BY ROBERT GIBBONS

NORANDA, the Canadian metals group, will spend C\$20m (US\$15.5m) to reopen its Gaspé copper mine at Murdochville, about 600 miles north-east of Montreal, because world copper prices have risen to around US \$1.40 a pound.

The mine was shut down a year ago after an underground beltway caught fire, causing millions of dollars of damage. Copper prices then were around US 60 cents and Noranda said reopening was not justified.

Now Noranda says the mine can be economic with prices between US 80 cents and US 90 cents a pound.

Repap Enterprises, one of Can-

Barclays wins £921m rights issue approval

BY DAVID BARCHARD IN LONDON

SHAREHOLDERS at an extraordinary general meeting yesterday approved proposals by the board of Barclays Bank, the large UK clearing, for a rights issue of 922m (£1.6bn), with 65m of the proxy votes in favour and 11m against.

The issue, which raises Barclays' total share capital to £1.20bn was described by Mr John Quinton, chairman, as the way for the bank to maintain the rapid growth of recent years and avoid a retreat from the market because of lack of capital.

"Our intention is to be a worldwide leader in the corporate man-

agement on such occasions," he said. "And we need the capital to do so."

However, the board had not recommended the rights issue "out of any vain ambition to pursue size for its own sake."

A threatened institutional revolt against the issue failed to materialise with only one institutional shareholder, the Co-Operative Insurance Society, openly declaring its opposition to the issue at the meeting.

A few other institutions, including Scottish Widows Insurance are believed to have voted against the issue, but most, as is

customary on such occasions remained silent.

Bank analysts expressed surprise that only 106m shares had been voted in the issue, out of a possible total of 900m.

The meeting also approved a motion to increase the ceiling for options from £47m to £70.5m.

After the meeting Mr Quinton said Barclays had not been dismayed by the adverse reaction which the rights issue provoked when it had been announced.

"Our intention is to be a worldwide leader in the corporate man-

Chrysler first-quarter hit by prolonged price war

BY ANATOLE KALETSKY IN NEW YORK

AGGRESSIVE price cutting and rebates in the US car market left first-quarter earnings flat at Chrysler, the third largest US motor manufacturer. The disappointing figures confirm the indications from last week's General Motors results that the recent buoyancy of US car sales is proving costly for the manufacturers to sustain.

The group, which is based in Purchase, New York, reported a near doubling of first-quarter net income to \$113.3m or 26 cents from \$68.9m or 25 cents in the 1987 quarter.

However, the company said last year's figures included a \$12.6m loss from a business since sold, while the most recent quarter included a special pre-tax charge of \$14.5m for reorganisation.

The adjusted growth rate is 52 per cent to give "one of PepsiCo's best growth quarters in history," according to Mr Wayne Calloway, chairman. Sales were up 13 per cent at \$183.7m or 88 cents a share in the first quarter.

In soft drinks, volume was up 7 per cent in the US and 5 per cent overseas, but an improvement in margins gave an earnings increase before the special charge of 33 per cent.

In snack foods, traditionally Pepsi's most profitable business, the volume growth was 4 per cent at home and 8 per cent overseas and net income rose 17 per cent. At Pepsi's restaurants, which include Kentucky Fried Chicken, sales rose 21 per cent with a 31 per cent gain in earnings.

"This gives us a running start on what I'm sure will be another excellent year for PepsiCo," Mr Calloway said.

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However, this year's earnings include a \$19.1m gain on the sale of 20 per cent of the company's 49 per cent interest in its exploration and production operations in Angola to a subsidiary of Agip, Italy's state-owned oil company.

Earnings also benefited from \$16m in gains related to windfall profit tax refunds. Year-ago figures were restated for an accounting change, and include net gains of \$8m resulting primarily from asset dispositions and windfall profit tax refunds.

Lower crude oil prices resulted in Chevron's US refining and marketing operations earning \$13.6m, compared with a loss of \$4.5m, but also meant a more

than 60 per cent fall in US exploration and production earnings to \$4.6m from \$12.4m.

Chevron's chemical operations posted profits of \$109m, more than double the \$52m of the 1987 first quarter.

However, this year's earnings include a \$19.1m gain on the sale of 20 per cent of the company's 49 per cent interest in its exploration and production operations in Angola to a subsidiary of Agip, Italy's state-owned oil company.

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than 60 per cent fall in US exploration and production earnings to \$4.6m from \$12.4m.

The company attributed its earnings rebound primarily to strong demand for its chemical products. Earnings from its chemical unit increased to \$183m from \$93m. The company plans to increase its production of ethylene by 15 per cent a year by building a plant at its Sweeny, Texas, refinery.

Earnings also rose sharply at Shell Oil, which is now a wholly-owned subsidiary of Royal Dutch/Shell Group. Net profits leapt from \$105m in the first quarter of 1987 to \$124m, but the latest quarter net includes a gain of \$900m from an accounting change. Revenues advanced from \$4.5bn to \$5.05bn.

At Smith Company first-quarter net profits jumped to \$93m or 57 cents a share from \$38m or 35 cents, due principally to improved results in domestic refining and marketing operations. Revenues edged up 12 per cent from a year earlier.

At Phillips Petroleum, first-

quarter net profits were \$130m or 55 cents a share against a loss of \$42m in the 1987 period. Revenues rose to \$2.9bn from \$2.54bn.

The company attributed its earnings rebound primarily to strong demand for its chemical products. Earnings from its chemical unit increased to \$183m from \$93m. The company plans to increase its production of ethylene by 15 per cent a year by building a plant at its Sweeny, Texas, refinery.

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At Phillips Petroleum, first-

Control
Data falls to \$7.7mBy Roderick Oram
In New York

CONTROL DATA, the Minneapolis-based computer systems and service group, has reported a fall in earnings which indicates it is still trying to make its substantial restructuring of the past two years pay off.

Mr Robert Price, chairman, forecast that revenues and earnings would improve through the year. The latest figures particularly reflect the strength of the Data Storage Products Group's performance.

First-quarter net profits fell to \$4.6m, or 11 cents a share, from \$6.4m, or 15 cents a year earlier. Use of tax loss carryforwards made the final net \$7.7m, or 18 cents against \$7.2m, or 17 cents. Revenues were \$902.2m against \$821.7m.

INTL. COMPANIES AND FINANCE

BTR Nylex rights to fund ACI bid

BY CHRIS SHERWELL IN SYDNEY

BTR NYLEX, the 61 per cent owned Australian subsidiary of the British BTR group, yesterday announced a A\$750m (US\$721m) rights issue to help it acquire full control of ACI International, the packaging and building products company.

The additional cash from the one-for-two rights issue of 175m shares at A\$4.30 will go toward reducing BTR Nylex's heavy borrowings for the ACI purchase and other recent acquisitions. The UK parent will take up its full entitlement.

The move followed a decision by the Foreign Investment Review Board to give BTR Nylex permission to acquire 100 per cent of Australia's ACI takeover vehicle.

BTR Nylex currently holds 48.8 per cent of ACI. It said yesterday it would acquire for about A\$355m the remaining shares

and redeemable preference shares in ACI held by entrepreneur Mr Richard Pratt's group.

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BTR Nylex currently holds 48.8 per cent of ACI. It said yesterday it would acquire for about A\$355m the remaining shares

for each ACI share, valuing ACI at A\$1.80m. Australia gained control of ACI in March, after raising its bid to A\$4.10 a share.

The bid provoked speculation that the BTR/Pratt consortium might break up ACI if its takeover succeeded.

The suggestion was denied at the time by both Mr Jackson and Mr Pratt.

Nevertheless, BTR Nylex indicated yesterday that it planned to sell packaging businesses in Malaysia and Papua New Guinea to the Pratt group, once approval was received in the two countries.

Qantas chief adds to airline sell-off debate

BY OUR SYDNEY CORRESPONDENT

THE ENERGETIC debate over the future of Australia's two state-owned airlines escalated yesterday with fresh pressure on the Labor Government for at least partial privatisation.

A specially appointed advisory body reported to the Government that Australian Airlines, the domestic carrier, needed A\$250m (US\$161.8m) in fresh capital injections over the next three years.

Senator Gareth Evans, Minister of Transport and Communications, said last night he thought the Government was not in a position to pay this "very significant slice out of the budget."

He was speaking after abruptly

altering the airline's status from statutory authority to incorporated company — a direct response to the advisory body's suggestion that the airline should be restructured as a commercial enterprise.

In a separate development, Mr Jim Leslie, chairman of Qantas, the country's single international carrier, spelled out the drawbacks of government ownership and publicly urged the airline's privatisation.

He told the National Press Club that Qantas was efficient and competitive in a tough world market, but found it awkward and costly to raise equity capital

and lacked the flexibility to make strategic decisions on a commercial basis.

Of the now-lapsed idea of merging Qantas and Australian Airlines with the state-owned Air New Zealand, Mr Leslie said it was a "daring plan which would have brought 'terrific benefits' to both countries. He added he hoped it would be considered again.

Senator Evans said last night that the change in status of Australian Airlines would give it greater managerial flexibility and commercial freedom for "the kind of free-up aviation environment we are planning for

Egyptian investment houses link

By Nada Serofina in Cairo

TWO OF Egypt's biggest Islamic investment houses have merged. The announcement, by El Rayan Investments, largest in the sector, and Al Saad, its rival, surprised the local financial community.

The merged company, to be known as El Rayan and Saad Investment Group, will have about 200,000 depositors and more than E£2bn (US\$77.5m) in funds.

Full-page advertisements in the national press announcing the formation of the merged company have publicised new projects the group will engage in, including property and manufacturing ventures.

The Egyptian Government has proposed legislation to regulate the fast-growing Islamic investment sector, but is having difficulty formulating laws. Authorities are concerned about the lack of formal regulations governing these investment houses.

Mainstream bankers are sceptical about the ability of the Islamic investment sector to continue paying high returns.

Brierley to sell stake in NZI

BY DAI HAYWARD IN WELLINGTON

BRIERLEY INVESTMENTS (BIL), Sir Ron Brierley's New Zealand company, is looking for a buyer for its 35 per cent holding in NZI, a leading insurance and financial services group.

Only a week ago, BIL received approval from the New Zealand Commerce Commission to move to full control of NZI. No reason has been given by BIL for now wanting to shed its stake, although since the stock market crash the company has been seeking either to sell or consolidate its holdings.

Yesterday, NZI shares were trading near the NZ\$4.90 level, making the BIL stake worth NZ\$540m (US\$360.4m).

No potential buyers have been

named, but BIL said it had been talking to some interested parties.

However, there are few domestic companies which could swallow such a large investment and it is likely the sale will attract overseas buyers.

Separately yesterday, Mr Paul Collins, BIL chief executive, said the company might move its headquarters offshore if the New Zealand Government persisted with the introduction of its new company tax legislation.

This is aimed at taxing overseas subsidiaries owned by locally based companies. It is designed to close loopholes which have helped large international groups avoid considerable tax

yesterday that the roughly one-tenth portion allocated for distribution in Europe was all but spoken for.

The A\$1 units carry a repurchase obligation which can be exercised after four years. This hedges against any further steep retreat in the Australian aluminium smelter venture.

Stockbroker J.B. Were, which along with McIntosh Hamson Hoare Govett is underwriting the issue by the newly created Victorian Equity Trust, said in London

that the roughly one-tenth portion allocated for distribution in Europe was all but spoken for.

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The three utilities in the trust supply electricity and gas to the state and provide water and cleaning services to its capital Melbourne.

Keen demand for Victoria utility trust

BY GORDON CRAMPTON

THE VICTORIA state government in Australia has encountered keen international demand for an unusually structured A\$500m (US\$378.4m) public offering through which it is indirectly privatising three key utilities and reducing its role in the local Portland aluminium smelter venture.

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The three utilities in the trust supply electricity and gas to the state and provide water and cleaning services to its capital Melbourne.

Net earnings were 122.7 cents a share against 114.2 cents and the interim dividend has been held at 35 cents.

Barcays sold its remaining South African interests at the end of 1986 and the renamed First National Bank is now effectively controlled by the Anglo American group.

OTTOMAN BANK

Notice is hereby given that a DIVIDEND at the rate of £8.00 per share, voted at the General Meeting of Shareholders held on 27 April 1988 will be PAYABLE on and after 18 May 1988 in London at BARCLAYS BANK PLC, Stock Exchange Services Department, 54 Lombard Street, London EC3P 3AH. The coupon to be presented is No 115. The holders of Founders' Shares will receive an amount of £964.50 per whole share payable on the same date and at the same place against presentation of coupon No 58. Coupons must be listed on forms, which can be obtained on application from Barclays Bank PLC, and left for examination four clear days prior to payment.

All these securities having been sold, this announcement appears as a matter of record only.

March, 1988



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A subsidiary of REPUBLIC NEW YORK CORPORATION
Consolidated Statements of Condition
(in Thousands)

Assets	March 31, 1988	1987	Liabilities and Stockholders' Equity	March 31, 1988	1987
Cash and due from banks	\$ 310,473	\$ 215,751	Non-interest bearing deposits:	\$ 580,767	\$ 580,345
Interest bearing deposits with banks	6,532,293	6,933,134	In domestic offices	137,741	104,366
Prepaid materials	62,547	153,695	Interest bearing deposits:		
Investment securities	3,204,042	3,248,040	In domestic offices	4,301,124	3,636,652
Trading account assets	248,475	122,012	In foreign offices	8,788,912	7,583,291
Federal funds sold and securities purchased under resale agreements	587,531	98,154	Total deposits	13,818,544	11,904,656
Loans, net of unearned income	3,895,422	4,145,012	Short-term borrowings	587,955	1,060,121
Allowance for possible loan losses	(201,829)	(107,914)	Acceptances outstanding	1,663,729	2,023,417
Loans (net)	3,693,597	4,037,098	Accrued interest payable	172,898	184,098
Customers' liability on acceptances	1,857,921	2,017,213	Other liabilities	431,748	417,201
Premises and equipment	350,171	286,593	Long-term debt	1,102,917	550,576
Accrued interest receivable	233,133	209,630	Stockholder's Equity:		
Other assets	402,151	380,000	Cumulative preferred stock, \$100 par value, 1,000,000 shares outstanding	100,000	
Total assets	\$19,388,374	\$17,12,140	Common stock, \$100 par value, 4,800,000 shares authorized; 3,550,000 shares outstanding	355,000	355,000
The portion of the investment in precious metals not hedged by forward sales was \$4.8 million and \$14.0 million in 1988 and 1987, respectively.			Surplus	845,000	845,000
			Retained earnings	310,595	392,071
			Total stockholder's equity	1,610,595	1,592,071
			Total liabilities and stockholder's equity	\$19,388,374	\$17,712,140
			Lettres of credit outstanding	\$ 965,224	\$ 964,521

REPUBLIC NEW YORK CORPORATION

Summary of Results
(in Thousands Except Per Share Data)

Income before extraordinary item

Net income

Cash dividends declared

Average common shares outstanding

Income before extraordinary item

Net income

Cash dividends declared

Average common shares outstanding

\$ 1.10

\$ 1.07

\$.30

\$.29

29,857

29,185

Financial Times Thursday April 28 1988

21

INTL. COMPANIES AND FINANCE

George Graham on a big French insurance deal

Long-standing rivals join forces ahead of 1992

FRANCE'S INSURANCE companies are taking seriously the "challenge of 1992." The drive for size, which many French financiers see as a precondition for success in the single European Community market, is well under way.

Compagnie du Midi - the diversified financial group which includes the AGF insurance company and its recently acquired UK subsidiary, Equity and Law - and Axa - the confederation of mutual insurance companies - have long been among the most fervent advocates of the need to reach a "critical mass."

The planned merger of their insurance activities will create a group on a European scale, whose annual premium income of FF13.6bn (\$5.33bn) will rank second in the French insurance industry behind the state-owned Union des Assurances de Paris.

The second phase of the proposed merger, in which Axa would exchange its stake in the merged insurance subsidiary for shares in the parent Midi company, will create a financial holding company claiming total assets of FF120bn. Its market capitalisation would be one of the largest on the Paris stock market, probably ahead of Elf Aquitaine and Air Liquide.

But Mr Bernard Pagey, the chairman of Midi, has the look of a man who has been running so hard to escape the bounds that he has fallen gratefully into the jaws of the wolf.

His group has been under attack on the stock market ever since the October crash wiped 25 per cent off its share price in two weeks. The increasing ambitions of Assicurazioni Generali, the leading Italian insurer which has disclosed a stake of 13.6 per cent in Midi, have stepped up the pressure on Mr Pagey.

His early defensive tactics of buying out minority shareholders in Midi's subsidiaries and issuing FF15.3bn of convertible bonds did not deter Generali. The only course remaining was to go all out.

Mr Pagey could hardly have picked a more unlikely one than Mr Claude Bobeau, the smooth and silver-haired chairman of Axa, who has built up his control creation, which also includes the listed insurers, Dronot and Prese, to rank fourth in France.

The two men clashed bitterly in the 1986 takeover battle for La Providence, the insurance company, and Mr Pagey has frequently criticised Mr Bobeau as someone who takes advantage of the freedom of the stock market to make his own raids, while

remaining under the shelter of Axa's complex mutual structure and not accepting the market's discipline for himself.

Their personalities are diametrically opposed, and there are few in Paris who believe their new alliance can last long enough to see the dawn of 1992, about which both talk so much.

SWISS BANK Corporation

Investment (SBCI) is in London yesterday that as a result of Midi's merger plans it had ceased to make markets in the two convertible Eurobonds it had managed for the company earlier this month.

SBCI said it was still discussing the fate of the two 10-year issued a 2.5 per cent Eurobond deal and a 3 per cent 227m bond equivalent to a total of FF10.5bn with the issuer. That was not due for signing until May 5 and for payment until May 12.

The issuer were part of Mid's plans to find off a possible hostile bid approach. They were the subject of market controversy, diluting existing stockholders by up to 20 per cent, and appeared priced to attract early conversion.

Mr Pagey has consistently tried to expand his company. He proposed, for example, a merger with Assurances Generales de France, the state-owned group which is the country's second largest insurer, but this was rejected by the Government.

Blocked within France, Mr Pagey then turned overseas, buying Equity and Law for 245m (\$83.8m), as well as making smaller acquisitions in Belgium, Spain and Italy.

Axa in France is principally composed of mutual insurers, such as Mutuals St-Christophe and Mutuals Photocenter, but overseas Mr Bobeau followed a similar pattern to Mr Pagey, with an unsuccessful bid for Royal Belge, the number two insurer in Belgium, and acquisitions in Belgium, Spain, the UK and North America.

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Nestlé details financial might

BY WILLIAM DULLFORCE IN ZURICH

NESTLÉ, THE Swiss food group which is bidding for Rowntree of the UK, was at pains yesterday to stress the extent of the financial strength it could muster to back its bid.

Nestlé had SF1.7bn (\$58m) in liquid assets, could call in more short-term assets from its subsidiaries, had SF1.3bn in shareholders' equity and an annual cash flow of SF1.3bn, Mr Helmut Mancher, the managing director, told the annual meeting.

The group also held undrawn participation certificates which would allow it to raise a further SF2.7bn to SF2.8bn, he said.

Mr Reto Domeniconi, Nestlé's financial director, commented that Rowntree's immediate rejection of the Nestlé offer was a normal reaction from a board wanting to remain independent.

But, he added, its reaction could reflect wishful thinking. The question was whether Rowntree could afford to reject Nestlé. Mr Domeniconi nevertheless thought it could take months

before the deal was concluded. Turning to other matters, Mr Domeniconi said Mr Carlo De Benedetti, the Italian entrepreneur, and Nestlé were in the process of unblocking the situation in France which is delaying the completion of the deal, under which Nestlé is paying L1.50bn (\$1.3m) for Buffoni, the Italian pasta and confectionery group.

St Louis, a French food group, had made a "phantom bid" for Buffoni's French unit in a private letter to Mr De Benedetti, indicating its readiness to pay more than Nestlé, Mr Domeniconi said.

St Louis had not run the risk of having to pay a single franc but it had aroused the attention of the French Government.

Mr De Benedetti was now exploring a solution for settling matters with French minority shareholders in Buffoni. This would allow the French Government to clarify its position quickly, Mr Domeniconi said.

Mr Mancher said that the acquisitions of Rowntree and

Buñol, if completed, should not have a negative impact on Nestlé profits this year. The yield from the Swiss franc liquid assets from which payments would be made was lower than the return Nestlé could expect from the acquisitions, while restructuring would generate extra earnings.

Last year Nestlé recorded net consolidated earnings of SF1.8bn on a SF1.2bn turnover, improving profit margins from 4.7 per cent to 5.2 per cent.

During the first quarter of this year Nestlé maintained its sales in spite of a 10 per cent decline in the mean Swiss franc exchange rate. This amounted to a 6 per cent increase in the volume of turnover, Mr Domeniconi said.

Mr Mancher said rationalisation was proceeding according to plan within the group, which should be able to cope with some further erosion in currency values. It should not, therefore, be assumed that 1988 will bring a decrease in earnings, he said.

Mr Domeniconi said the acquisitions of Rowntree and

Fiat executive for Ambrosiano

BY ALAN FRIEDMAN IN MILAN

A TOP executive of Italy's Fiat Group has been named deputy chairman of Nuovo Banco Ambrosiano, the Milan-based private bank. Among the leading shareholders of Ambrosiano is Gemina, a financial vehicle of which Fiat owns the biggest single stake.

Mr Francesco Paolo Mattioli was named to the Ambrosiano executive position wearing his hat as deputy chairman of Gemina, rather than in his role at Fiat, where he is in charge of group financial strategy. Apart from Mr Mattioli, there are two

other Gemina representatives on the Ambrosiano board.

Gemina, despite the fact that Fiat is its shareholder of "relative majority," is thus allowed to hold the 14 per cent Ambrosiano stake.

The Bank of Italy, meanwhile, will be watching with interest developments tomorrow in Bologna, where two opposing coalitions of shareholders, led by the De Benedetti and the Agnelli groups, will square off in a bitter fight for control of Credito Romagnolo, the wealthy private bank that is a major competitor of Nuovo Ambrosiano.

L'Oréal net profits advance 17%

BY PAUL BETTS IN PARIS

L'ORÉAL, THE French hair and beauty products group, reports a 17.2 per cent rise in net profits to FF1.05bn (\$161.5m) for 1987, from FF0.89bn in 1986. Sales rose by 10.8 per cent to FF12.01bn.

Operating income rose 17.5 per cent to FF2.03bn, and the company plans to raise its dividend by 10 per cent to FF1.67 a share.

L'Oréal, whose products include Ambre Solaire sun tan creams and oils, Lancome cos-

metics and Dior shampoo, is 50 per cent owned by Géorgial, a company 51 per cent controlled by Mrs Liliane Bettencourt, the daughter of the founder of L'Oréal. The outstanding 49 per cent of Géorgial is owned by Nestlé, the Swiss food group.

L'Oréal has increased its interest in Synthelabo to 65 per cent, and intends to develop the subsidiary into an international pharmaceutical business.

Klöckner to omit 1987 payout

By David Marsh in Bonn

FRANCE AS A WHOLE still seems to be underinsured, especially in the life insurance sector, and the industry as a whole, with FF720.7bn of premiums in 1986, has been growing faster than the national economy for the last five years. In the life sector premium income has increased two-and-a-half times since 1981 to FF73.1bn.

In the sector of industrial risks, foreign companies have already taken a 27 per cent market share. The absence of a substantial broking sector has contributed in this area to French insurers' apparent inability to control their domestic industrial market, and still less to break into overseas markets.

In the personal insurance domain, the conventional insurance companies suffer from a heavy distribution structure with tied agents on fixed commissions. Total commissions and general expenses account for around 32 per cent of premium income.

This has accounted for the rapid advance of the mutual insurance groups, including the Mutuelles Unies which control Mr Bobeau's Axa group. Their direct sales techniques - their commissions and expenses amount only to 21 per cent of premiums - have helped them sharply increase their market share, especially in the car insurance sector.

In addition, many of the mutuals have a privileged tax position, escaping both direct tax on their results and specific taxes on certain insurance policies.

Indeed, it is the tax burden of the French insurance industry which represents its main handicap in a free internal EC market. A recent report, for the French Finance Ministry on the prospects of the French, Belgian and insurance companies in 1992, said a reform of the insurance industry's taxation was "indispensable," both to even out competition between different types of insurer in France and to make the French industry a more competitive in Europe.

Considerable doubt still surrounds the detail of the Axa-Midi project. Will Generali be able to nominate one-third of the votes necessary to block the plan at a Midi shareholders' meeting? What will be the precise conditions for Axa's stake in Midi?

But the more serious question is whether this uncomfortable alliance of two very different groups, led by two very different men, will be able to turn the twin arguments of "critical mass" and "1992" into a single competitive insurer.

This announcement appears as a matter of record only. This announcement is neither an offer to sell nor a solicitation of an offer to buy these securities. The securities are offered on a continuous basis only by means of the Prospectus Supplement and the related Prospectus.

New Issue/April, 1988

U.S. \$300,000,000

Euro-Medium Term Notes, Series E
Due From Nine Months to Five Years From Date of Issue

Copies of the Prospectus Supplement and the related Prospectus may be obtained in any jurisdiction in which this announcement is circulated only from the undersigned, as agents of the Company, by any person to whom such agents may legally distribute it.

Salomon Brothers International Limited Credit Suisse First Boston Limited

New Issue

6,500,000 Shares



The First Iberian Fund, Inc.

Common Stock

All of these securities having been sold, this announcement appears as a matter of record only.

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These shares have been distributed in the United States by the undersigned.

Prudential-Bache Capital Funding

Bear, Stearns & Co. Inc.

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A/B/C Union Bank of Norway

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Dresdner Bank Aktiengesellschaft

Generale Bank

Kidder, Peabody International Limited

McLeod Young Weir International

The Nikko Securities Co., (Europe) Ltd.

N. M. Rothschild & Sons Limited

Ssangyong Investment & Securities Co., Ltd.

Vereins- und Westbank

Wood Gundy Inc.

Canadian Offering - 1,000,000 Shares

These shares have been distributed in Canada by the undersigned.

Prudential-Bache Capital Funding

April 1988

Financial director

City, c£45,000 + Benefits



For a financial services intermediary company providing specialist advice and services covering Unit Trusts, corporate and personal pension plans and life assurance. The company is part of a substantial financial services plc. Growth plans to provide a truly national service have now created this exciting opportunity for a strongly commercial financial manager to provide financial direction.

Reporting to the recently appointed Chief Executive you will have total responsibility for the financial function. A key member of a reconstructed management team you will be expected to make a major input to the direction and management of the business. Initially you will concentrate on developing the effectiveness of the finance department, improving management information systems and developing related procedures and controls.

A qualified accountant, probably aged around 40, you will be strongly commercially orientated and must have already made your mark at a senior level in the financial function. With a background in the service sector, but not necessarily financial services, the emphasis in your experience will be on management accounting and the utilisation of financial information for business management. Personally you must be motivated to succeed in a growth and development situation and be strongly results orientated, whilst being a good team person.

Remuneration will not be a barrier to the appointment of a suitable candidate. Résumés, including a day-time telephone number, to Torrance Smith quoting Ref. TS90.

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Against this background, we're seeking an Investment Executive to join us. Someone who is enthusiastic, decisive and forward-thinking. Someone like you.

Aged in your mid 20s to 30s, you will probably be a Chartered Accountant, or an MBA or a graduate with a good degree, however other disciplines may be relevant. Experience in a financial institution or related environment would be desirable, but is not essential for an outstanding candidate at the younger end of the age range.

In return we'll offer an excellent package including low cost mortgage, company car and medical health and life insurance.

Find out more by writing, with your full career details to: Nicola Cass, Assistant Personnel Manager, Investors in Industry plc, 91 Waterloo Road, London SE1 8XP.



A WEALTH OF EXPERIENCE

Financial Controller

Mid/late 20's

c£25,000 + car

Central London

This is an opportunity to acquire early responsibility and to manage the total finance function in a young dynamic company of some 70 employees. Starting up only 4 years ago they are now a market leader in a sector of the advertising industry and have merged with a publicly listed company to provide a platform for further growth and acquisition. Reporting to the Deputy M.D. (himself an Accountant), the Financial Controller will be responsible for operating modern computerised systems of financial control. This is a flexible, open-ended role in which the Financial Controller will be encouraged to contribute to the company's success by promoting profit awareness in an essentially creative environment. Ref: 1659/FT.

Write or telephone for an application form or send full details (with a daytime telephone number and current salary) to R.A. Phillips, ACIS, FCII, 2-5 Old Bond Street, London W1X 3TB. Tel: 01-493 0156 (24 hours).

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A qualified accountant with substantial post-qualification experience, you should be able to demonstrate a wide grasp of business affairs and a working knowledge of relevant techniques used to evaluate potential acquisitions.

Salary will be negotiated up to £25,223 depending on experience, and we also offer benefits

normally associated with a large, progressive organisation.

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INTERNATIONAL CAPITAL MARKETS AND COMPANIES

Eurodollar issues cash in on slightly steadier sector

By DOMINIQUE JACKSON

THREE short-dated Eurodollar bonds issues totalling \$600m finally surfaced in the Eurobond market yesterday, taking advantage of a slightly steadier tone in the sector following Wednesday's US first-quarter gross national product figures.

There is a surprisingly high level of investor interest for dollar-denominated deals with shorter maturities, notably from institutions which have been accumulating dollars recently in anticipation, for example, of intervention in the currency markets.

However, fewer dealers were prepared for the shortness of yesterday's issues, two of which were for only one-year maturities, in both cases linked to swap transactions.

The first one-year issue to emerge was a \$200m 7% per cent deal at 100% for Swedish Export Credit. Lead manager Kidder Peabody Securities said the issue was priced to yield 55 basis points over the one-year US Treasury bill net of fees at launch.

The other one-year deal was a widely expected \$100m issue for US household products group Procter & Gamble, a name favoured by Continental retail investors, had been launched too late in the day to accurately gauge market reception. But elsewhere the bid price was locked at a discount equal to the 7% fees.

The SEK issue, a top-rated quasi-coupon credit, was still fractionally within its fees. GECC, which was launched late in the day, was said to be going slowly initially and was bid just outside 1% fees at a discount of 1%.

In the equity-linked sector, Nomura led a \$300m five-year warrant bond for Nissui Food Lynch led the 8% per cent deal which was priced at 101.50 to give a spread of 50 basis points over a 3% basis point margin over

Treasury.

Although the names of all three borrowers were deemed attractive, dealers were divided about the two extremely short maturities. Many investors considering such a short-term investment would be inclined to put funds on deposit. One-year Eurodollar deposit rates in London turned marginally today to 7% to 7.2% per cent.

Dealers said it was unlikely that the issuing houses would have launched the deals without first identifying clear pockets of demand.

However, some thought this was still limited and suggested that some of the paper might find its way back on to the lead managers' books. Given that the deals are so short, more akin to money market instruments than to conventional Eurobonds, this is unlikely to worry them unduly.

Syndicate managers have been protesting for some time that demand for this type of paper does not exist and their claims seem to be born out by the continued success of the two-year issue for the European Community launched by Bankers Trust earlier this month.

INTERNATIONAL BONDS

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Japanese firms given Canadian go-ahead

By David Owen in Toronto

THREE of the Big Four Japanese securities firms — Nomura Securities, Nikko Securities and Daiwa Securities — have finally received Canadian government approval to establish operations in Canada.

As forecast, the coupon on the issue was set at 4.6% per cent and the price at par, effectively reopening the Y100 billion of the No 111 April bonds which are on the same terms. This gives the issue an outstanding total of Y2,000bn, the kind of superior liquidity favoured for a benchmark issue, dealers said.

However, several market players still appear to favour the No 105, 5 per cent issue and until a market consensus is reached many dealers said it was possible that both the No 105 and the No 111 could trade as twin benchmarks side by side.

In the short term, the new issues are set to be fairly volatile and could attract investors keen to make quick profits. However, dealers said both the No 105 and the 5.1 per cent No 88 issues remained popular among more cautious investors.

In West Germany, business was subdued, continuing the lacklustre trend seen so far this week.

Limited professional short-cov- ered supported prices at lower levels following a recent bearish run. There were no new Eurobonds. The and the anticipated issue for Greece's public power utility was postponed again due to the adverse market conditions. Dealers were not optimistic about the deal's likely reception following intense competition in bidding for the mandate.

In Switzerland, prices eased narrowly in low volumes. Two new issues were launched.

The first was a SF100m convertible deal for the Canadian company St Andrew Goldfields led by Banque Indoestec. The 5% per cent seven-year deal was priced at par. The lead manager said it was bid at a discount of 2% against total fees of 2%.

Another Canadian company, First City Financial Corporation, issued a SF100m seven-year deal, pitched at 5% per cent and par, led by S.G. Warburg Soditic.

The announcement failed to put an end to the battle of the benchmarks, with the market

DECADES BEFORE mortgage-backed securities became such a talking point in the US, and later the Euromarkets, West Germany's mortgage banks (Hypothekenbanken) were issuing Pfandbriefe, a collateralised fixed-rate instrument backed by a pool of mortgage loans of their own.

But in spite of their special role in the German financial system, enshrined in the country's 88-year-old mortgage banking law, mortgage bankers are growing worried. Last December's report from the Committee on Banking Regulations and Supervisory Practices (Cobie Committee), recommended a risk-weighting for mortgages which German banking is not, given the special nature of their system.

But more important, is their concern over the European Community's plans for a common

link between specific mortgages and collateral have to match, as do interest, receipts and payments and insurance.

Furthermore, only holders of Pfandbriefe can gain access to the mortgage collateral in the event of a default. Other creditors have no claim on the mortgages, not that any German mortgage bank has ever failed.

Similar risk rules apply to the fourth Yamaichi Securities

subsidiary, Yamaichi International (Canada), having set up prior to the imposition of foreign ownership restrictions under a 1980 revision of the Federal Bank Act. The company has branches in Toronto and Montreal, as well as a seat on the Toronto Stock Exchange.

Only Denmark and, to a lesser extent, France have a similar system of specialised mortgage banks, where certain privileges are traded against obligations and restricted powers. The result has been to provide a stable and highly efficient system of long-term finance to both the private and public sector, based on high volumes and low costs and margins.

But Germany's mortgage banks have hardly suffered from their restrictions. At the end of 1987, Pfandbriefe worth DM218bn (\$130.5bn) and Kommandatibungen worth DM456m were outstanding in a total domestic fixed-rate paper market worth DM1,260bn. By comparison, the volume of public bonds outstanding was DM36.4m.

New issue figures are as striking. About DM1bn net new Pfandbriefe were issued last year and DM1.5bn net new Kommandatibungen against DM1.5bn in public bonds and just DM36.4m in D-Mark Eurobonds.

Moreover, the mortgages on which Pfandbriefe are based are recorded in a special register, supervised by a government-appointed trustee who ensures they meet the required collateral standards.

Although there is no direct

Storm clouds over mortgage banks

Haig Simonian on the challenges to a specialist market in Germany

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UK COMPANY NEWS

Foseco recovers strongly with 33% rise to £35m

BY ANDREW HILL

Foseco Minsep, slimmed-down speciality chemicals and abrasives concern, announced a strong recovery in pre-tax profits in 1987, up 33 per cent to £25.2m against £18.4m in 1986.

This marks a return to the level of pre-tax profits two years ago, before problems in the US steel industry struck Foseco. However, growth was held back slightly in 1987 by adverse exchange rates which cut £200,000 from pre-tax profits and £7m from turnover.

Craefins, Foseco's mineral exploration business, was sold in October after losing £500,000 in the first nine months of the year and the company finally disposed of Gibson-Houman, North American supplier of construction materials, on April 1. In results operating profits of £500,000 on turnover of £38.4m — were excluded from the 1987 figures.

As a result, group turnover dropped from £50.9m to £51.5m with metallurgical chemicals contributing some 55 per cent in sales, well over half of which came from the foundry business. Abrasives and diamond products performed well, helped by price and volume increases and higher

levels of demand, particularly in the UK.

Foseco said group sales grew by 7 per cent, when adjusted for currency changes and disposals, and margins advanced towards the company's target of 10 per cent, increasing from 5.7 per cent to 7.3 per cent.

Operating profits at the metallurgical chemicals arm advanced 24 per cent to £22m (£17.8m); construction and mining chemicals increased to £8.4m (£7.9m); abrasives and diamond products made £9.1m (£6.9m).

Mr Robert Jordan, managing director, said the bulk steel industry had remained difficult. An £800,000 downturn in Foseco's steel operation in Italy meant operating profits in continental Europe were slightly reduced to £16.5m (£16.7m) on static sales of £167.5m.

Relocation affected the US construction chemicals arm adversely and operating margins were for the whole division were excluded from the 1987 figures.

As a result, group turnover dropped from £50.9m to £51.5m with metallurgical chemicals contributing some 55 per cent in sales, well over half of which came from the foundry business. Abrasives and diamond products performed well, helped by price and volume increases and higher

holders' approval at the annual general meeting to change its name from Foseco Minsep to plain Foseco.

● comment

Recent disposals should have a number of beneficial effects for Foseco. Gearing, which dropped from 37 per cent to 12 per cent last year, will come down still further, and concentration on 'core' strengths should enhance profits. Cautious expansion is also a possibility. However, the company is still heavily committed to industries vulnerable to recession: construction, motors and steel. For example, the group's geographical spread provides some defence and while these industries remain buoyant, analysts are forecasting profits in excess of £40m, helped by a reduced interest charge. This would put the shares on a prospective p/e of about 8.5 at yesterday's closing price of 246p, up 6p.

This seems fairly cheap, but although the shares are currently on a discount to the market and may be due for an upgrading following these figures, fears of an industrial downturn may well dampen investors' enthusiasm. The group is seeking share-

Next seeks approval for Chelsea house sale

By Maggie Urry

Shareholders in Next, the retail group, are being asked to approve the sale of a house in Chelsea for £200,000 by the company to Mr George Davies, chairman and chief executive, and his wife and co-director, Mrs Liz Davies. A resolution will be put to shareholders at the annual meeting on May 18.

The house, in Oakley Street, was bought in 1965 by Next for an undisclosed sum which Mr Peter Lomas, finance director, said yesterday was over £200,000. It was used by the home furnishing division to photograph room sets.

The local authority, the Royal Borough of Kensington and Chelsea, insisted that the house be returned to residential use and in February 1987 it was put on the market.

Two months later Mr and Mrs Davies, who are expecting their first child at the end of May, made an offer for the house which Next says was the highest offer received and, with the advice of estate agents John D Wood, the board accepted it.

The Next accounts, published yesterday, also give details of a £20.3m nationalisation provision made on the acquisition of the Pedge, Collingwood and Weir chains, which were bought as part of the purchase of Combined English Stores.

Mr Lomas said that the provision related to stock write-downs and redundancy costs. He said the provision did not include a sum for the cost of refurbishing the properties nor would there be a write-back of the provision to profits in future years.

RHP expands in West Germany

RHP Group has continued its expansion into the fire protection market with the acquisition of Vulkan of Stuttgart, West Germany.

Vulkan, maker of powder and liquid filling equipment for fire protection and chemical industries, had turnover of £1m fm in the last financial year.

Lisa Wood on General Cinema's interest in Cadbury Schweppes

The sweet battles spread further

YESTERDAY Sir Adrian Cadbury, chairman of Cadbury Schweppes, was forced in his belief that General Cinema, the diversified US cinema chain and soft drinks bottler, should be asked to clarify its intentions towards Cadbury Schweppes, the British confectionery and soft drink group in which it holds a 17.2 per cent stake.

Sir Adrian said General Cinema's statement this week concerning Cadbury was too ambiguous to be capable of clear interpretation. "Our shareholders have a right to ask General Cinema what its intentions really are," he said.

General Cinema provoked

large-scale buying of Cadbury shares on the London Stock

Exchange yesterday, pushing up the share price by 10p to 362p per share, after it declared it should no longer be considered a passive investor. The City, like Cadbury, could not decide what General Cinema was up to but it behaved as if Cadbury was in play.

General Cinema has held a stake in Cadbury for the past 18 months. But the US group, as it built up the holding, has persisted to mount a bid for Rowntree.

The failed suitor in a bid for Rowntree could join with General Cinema in a major second Cadbury, it was suggested yesterday.

Interestingly, another major confectionery firm, the second largest US confectioner, has effectively focused on its overseas presence announced this week that it could issue stock without diluting the Hershey Trust's control of the business.

A hostile bid involving Hershey was unlikely, said Mr Lang, although Cadbury's US confectionery business could fit well with that of Hershey. He said there might be anti-trust complications as Hershey's and Cadbury's US chocolate market shares combined would approach

The possible re-shaping of the international confectionery business, following this week's hostile bid for Rowntree by Nestlé, the Swiss group, could be one reason why General Cinema has decided to explore its options.

It has been the accepted wisdom in the City that General Cinema, the largest independent bottler of Pepsi Cola in the US, with a market capitalisation of about one third of Cadbury, could be interested in Cadbury's soft drinks interests in the US.

There Cadbury has sought not

to compete head-on with Coca-Cola and Pepsi, but rather develop the adults soft drinks market with brands such as Canada Dry and Schweppes.

Analysts said yesterday that General Cinema could mount a bid for Cadbury and find willing buyers for its large confectionery interests.

Mr David Lang, of Henderson Croftswell, the stockbroker, said that the Nestlé bid for Rowntree could be fortuitous for General Cinema. Jacobs-Schweppes, with a 16 per cent stake in Rowntree, could also mount its first stake.

Cadbury Schweppes, with its clutch of prestigious brands including Schweppes Tonic, Crème de Menthe, Coca-Cola, Milk Chocolate, badly faltered in its results in 1985. However, the new management, under Mr Dominic Cross, its chief executive, has effectively focused on the group's two core activities and sold off peripheral businesses and has pulled out of manufacturing in problem areas such as Canada.

It is a strategy which is starting to impress the City. For the year to January 2 1988, the group reported pre-tax profits of £27.5m, an increase of 34.7 per cent on the previous year. Earnings growth is coming organically, bolstered by heavy market-share gains and its low spend. The tie-up of its UK

soft drinks activities with Coca-Cola is angling very well for the near future.

Sir Adrian said that any change in the ownership of Rowntree would undoubtedly have an impact on the world's confectionery industry. "At the moment we have six companies

Mars, Jacobs-Schweppes, Hershey and Cadbury. Although they are all different in size they are all in the same world class. If you put any two of them together you will have a company that is a great deal bigger. Therefore to compete effectively some increase in size is required by the other companies."

Certainly there are joint venture opportunities around the world for the major confectioners. Hostile takeovers by Cadbury, for example, would be difficult because of the ownership of major confectioners. For example, Swiss-owned Suchard would be immune from Swiss law, and Mars is privately owned.

Cadbury's major existing joint venture is in the UK with Coca-Cola, the world's biggest soft drinks company. Analysts have suggested that Coca-Cola could appear as a white knight should Cadbury come under attack.

It is understood that the agreement in the UK with Coca-Cola could contain some poison pills which could make a takeover be mounted for Cadbury. The standard Coca-Cola bottler agreement says that Coca-Cola has the right to terminate the agreement should a third party take a stake of 10 per cent or more in the partner. Moreover, in the US General Cinema is the largest independent bottler of Pepsi Cola.

The soft drinks agreement between Coca-Cola and Schweppes is potentially dynamic and highly profitable and its loss would have a severe impact on future earnings.

Elswick bounds back into black with record £1.6m

Elswick, the cycle, engineering and packaging company, has bounded back into the black after six years of losses, with record pre-tax profits of £1.62m for the year to January 31 1988, against a £27.5m loss previously.

Mr David Cross, chief executive, said that since November 1984, when the new board had instigated a major reorganisation of the other half, had made a vigorous return to firm and sustainable profitability. "We have made progress providing structural analysis work for European and other car manufacturers.

Mr John Whitecross, chairman, said that price increases negotiated at the second half of the year could only mitigate the effect of the sharp drop in the dollar which began 1987 at \$1.48 to the pound but closed the year at \$1.88.

Elswick's problems were worsened by an unforeseen 12 per cent drop in turnover to £20m (£24m). This was largely because two major projects were deferred by GM.

Elswick's share price fell 15p to close at 185p yesterday.

Bunzl makes two more acquisitions

By Maggie Urry

Bunzl, the paper, packaging, distribution and industrial group, yesterday announced two further acquisitions and signalled that its buying spree may be coming to an end.

Mr James White, managing director, said that after 55 purchases since the beginning of 1986, costing £340m in cash, Bunzl would build on what it has, rather than buy many more businesses.

The two deals announced yesterday are both in the US and total £17.5m (£13.1m). They have combined assets of £5.5m.

DJ Whealton, a New England-based distributor of building materials, is being acquired for £7m. Its profits are running at around £1.5m pre-tax.

The other acquisition, Gittings, Denver-based distributor of timber products, will merge with Gittings' business there. Gittings is trading at a level little better than break-even.

About 35 per cent of Bunzl's trading profits would now come from the US on an annual basis, Mr White said. However, after the dollar interest charge, US profits would be about 25 per cent of pre-tax profits.

Bunzl also announced that the £24.4m (£13m) offer to buy Stanline, another US distribution company, announced in January had been agreed by shareholders.

Downiebrae stronger

Profit before tax at Downiebrae Holdings recovered somewhat in the year to end-December 1987 from £88,000 to £143,000, after interest received up sharply at £120,000 (£14,000).

Turnover of this Glasgow-based metal merchant decreased to £1.7m (£2.16m). Earnings per 10p share came out at 1.1p (0.85p).

Cecil Gee back in profit with £357,000

By Vanessa Houlder

Cecil Gee, the USM-quoted retailer and designer of men's clothing, made pre-tax profits of £357,000 for the year to 30 January 1988, against a loss of £1.7m the previous year, on virtually static turnover of £16.7m.

The results mark a return to profit after two years of trading losses due to the unsuccessful Gee 2 fashion store venture.

Mr Michael Gee, chairman and managing director, said profits growth this year would follow from an increase in turnover, helped by improved buying and stock control.

Interest charges were reduced from £16.4m to £13.0m with borrowings at year end standing at £25.5m.

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West German Banking, Finance & Investment

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12th July

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FINANCIAL TIMES
EUROPE'S BUSINESS NEWSPAPER

Further
997 miles of Polo
were sold in
the Middle East.
(With plenty
more in
the pipeline.)



During 1987, the inhabitants of nine Middle Eastern countries sucked their way through 317,333,335 Polo mints.

A total more than double that of the previous 12 months.

They also enjoyed a considerable quantity of our other brands, such as Kit Kat, Lion Bar, Smarties and Quality Street.

In fact, exports to the Middle East made up just a small fraction of exports from the UK worth a record £91 million last year.

A hundred countries across the world now enjoy Rowntree brands.

In 1987, worldwide sales of our brands amounted to £1.42 billion, helping to make us one of the world's most successful confectionery companies.

These days Rowntree is a bigger company than you might have thought. Miles bigger, in fact.

 Rowntree

UK COMPANY NEWS

Beatrix Mines Limited



(Incorporated in the Republic of South Africa)

Registration No. 77/02130/06

Share Capital: Authorised - 150,000,000 ordinary shares of no par value
Issued - 85,000,000 ordinary shares of no par value

Report for the quarter ended 31 March 1988

	Quarter ended 31.03.88 R'000	Quarter ended 31.12.87 R'000
INCOME STATEMENT		
Income		
Interest received	1,262	1,467
Royalty	14,731	14,539
Dividend		16,312
	15,993	32,318
Interest paid and sundry expenditure - net	2,444	1,988
Income before taxation	13,549	30,935
Retained income at beginning of period	6,676	7,543
Distributable income	6,673	23,392
Dividend paid	4,924	13,832
Retained income at end of period	11,597	37,724
	11,597	32,300
BALANCE SHEET		
Capital employed	121,466	131,466
Share capital		4,924
Retained income	46,312	48,377
Long-term liabilities	169,375	184,767
Employment of capital		
Fixed assets	77,943	77,943
Loan to Buffelsfontein Gold Mining Company Limited	67,890	67,890
Net current assets	145,653	145,653
Current assets	62,780	63,994
Current liabilities	39,058	64,889
	169,375	184,767
Long-term liabilities		
Balance at end of period	78,148	80,391
Repayments due within one year	31,836	32,014
Interest paid during the period	4,980	4,774

The loans that are in US dollars, namely R35,148 million (\$18 million), are fully covered.

The loan to Buffelsfontein Gold Mining Company Limited will be repaid by the further issue of preference shares to Buffelsfontein during the quarter.

REMARKS:

(i) The figures for the March 1988 quarter are unaudited. Those of the December 1987 quarter have been adjusted following the company's year-end on 31 December 1987.

(ii) The report has been approved and signed on behalf of the company by two directors.

(iii) A dividend of 38 cents per share was paid on 29 January 1988.

(iv) The recently-announced Minimum Taxation on Companies (HTC) is in effect as an additional provisional taxation payment which can be offset against subsequent taxation payments. This taxation will have no effect on the company.

Registered and head office: General Mining Building, 6 Holland Street, Johannesburg 2001 (PO Box 61820, Marshalltown 2001)

Transfer offices: South Africa: Central Registrars Limited, 154 Main Street, Johannesburg 2001 (PO Box 4944, Johannesburg 2001)

London office and secretaries: Gencor (UK) Limited, 30 Ely Place, London EC1N 6UA

Johannesburg, 28 April 1988

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Reed expands its US publishing activities

BY RAYMOND SHODDY

Reed International's expansion in the US publishing market continued yesterday with an agreement to purchase Communications/Today for \$41.5m (£22.7m) in cash.

Communications/Today publishes business newspapers and magazines for the home furnishing industry both retail and manufacturing. Its principal publication is Furniture/Today, a weekly newspaper of the US furniture industry.

Reed, the publishing, paper and packaging group, has long identified the publishing business as its most important core activity and has been expanding through acquisitions both in the UK and the US.

Yesterday's agreement provides for additional payments of \$2m by the end of 1988 if profit forecasts are met.

Mr Peter Davis, chief executive of Reed International, said yesterday: "This is an important acquisition consistent with our aim of

expanding our US publishing operations."

In the UK Reed recently paid \$2m for International Thomson consumer magazines such as Family Circle and Living Magazine.

Communications/Today, a company based in North Carolina, also publishes titles such as The Professional Upholsterer and Today's Furniture Designer, and is also active in video through Video/Today, a company producing commercial videotapes.

Westbury rights to raise £30m

BY ANDREW HILL

Westbury, the Midlands and West of England housebuilder, announced a 2-for-5 rights issue to raise about £23.5m, which will be used to reduce borrowings.

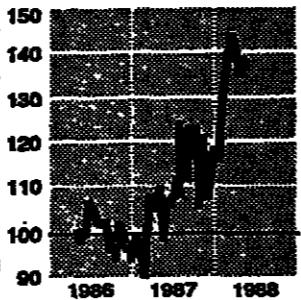
The group brought forward its annual results to coincide with the announcement, and reported profits up nearly 68 per cent to £15.5m before tax in the year to February 28, against £9.1m in 1986/87.

Mr Richard Fraser, chief executive, said the rights issue would reduce gearing - which stood at 88 per cent on April 11 - and provide the means for expansion.

The issue - at 215p a share, against last night's closing price of 249p, down 2p - is underwritten by Kilmorack Brothers, shareholders of investors in Industry.

Westbury completed some 2,400 homes, up 10 per cent on 1986/87, and increased the number of plots of land owned to 6,700 and the number held under option or

Westbury Share Price relative to FT-A All-Share Index



conditional contract to 6,000. This represents about 5.36 years supply.

Operating margins increased from 11.7 per cent in 1986/87 to 12.7 per cent last year. Mr Fraser said he was particularly pleased that margins had risen from 11.6 per cent in the first half to 15.3 per cent in the second, and continued at the same level into 1988.

The profits included an exception

total credit of £780,000, representing the sale of Westbury's land bank.

The group is recommending a final dividend of 3.75p, making 5.5p (4.7p) for the year.

• comment

Margins of 14 per cent are modest compared with the booztme housebuilders in the South-East and prices are not rising as quickly in Westbury's operating areas. However, the group has always concentrated on first-time buyers and has declared its ambition to tap the full potential of current operating areas before expanding. These are the strengths of the group and the strategy has led Westbury to success in the East and West Midlands and South-West England.

The group is widening its solid base of local authorities, quality executive housing and management houses. Assuming pre-tax profits of £23m this year, the shares, on a prospective multiple of about 7, site worth keeping.

The profits included an exception

Butte 40m share issue

BY KENNETH GOODING, MINING CORRESPONDENT

Butte Mining, which gained a London quotation last October, is to issue 40m new ordinary shares at 125p each to raise a total of £50m in consideration for the acquisition of a substantial claim block adjacent to its Rainbow project in Montana.

The vendors, who will own 40 per cent of Butte, have undertaken not to dispose of the new shares for two years without prior consent.

Butte said the block contains precious metal mineral interests with an undiscounted pre-tax net worth of \$16m (£9m).

Surface reserves amount to 149,500 tonnes containing mainly

Peachey extends its offer for Estates Prop

Peachey Property, which is locked in battle with newly-formed consortium, Gilvito, for control of Estates Proprietary, yesterday extended its offer until May 25.

By the previous closing date on Tuesday afternoon, Peachey controlled 31.6 per cent of EPIC shares. The bulk of this is owned by Peachey's own share in the target company, plus 3.2 per cent of the equity. Acceptance of rest of the \$55.4m offer have fallen slightly since the last closing date, and now cover 0.3 per cent of EPIC's shares.

The Peachey offer, which has already been declared final, is lower than the \$55.12m recommended offer from Gilvito. However, Peachey has consistently said that it is prepared to remain a minority shareholder in EPIC if necessary, and its position has not facilitated Gilvito's efforts to gain control.

By last Saturday, Gilvito - which is headed by Mr Stephen Wingate - controlled 45.4 per cent of EPIC shares. This offer, too, has been extended, to May 15.

The consideration for STC's 20 per cent interest is £22.5m.

DIVIDENDS ANNOUNCED

Current payment

Date of payment

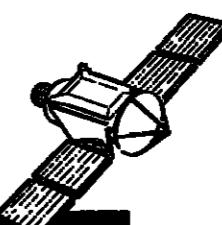
Corresponding div.

Total last year

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We're ambitious too. We want to break down national borders. Because it didn't take us long to figure out that when we work together, trade is just the beginning.

That's why, when we founded our first sales

subsidiary in Europe, in Geneva in 1963, we knew it was just the first step. Just nine years later, we set up our first European production facility, a copier plant in Giessen, West Germany. Since then we've added a second plant, in Bretagne, in France. We also have plants in the U.S.A., and technical exchange agreements with the Peoples Republic of China.

Cooperation for a better tomorrow.
Today, we're growing in new directions, expanding our business in telecommunications, in artificial intelligence and biochip technology. Don't get us wrong. We believe in profit. But we want to use that profit wisely. To create new employment opportunities, beat pollution, and benefit humanity. A Utopian dream? Not really.

Last year, we at Canon celebrated our 50th anniversary. As we start our second half century, we still think that success, like technology, is meant to be shared, and that working together to build a better world is the one management goal that we all should be pursuing.

Canon

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PO Box 16
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Coleman Street
London EC2P 2HD

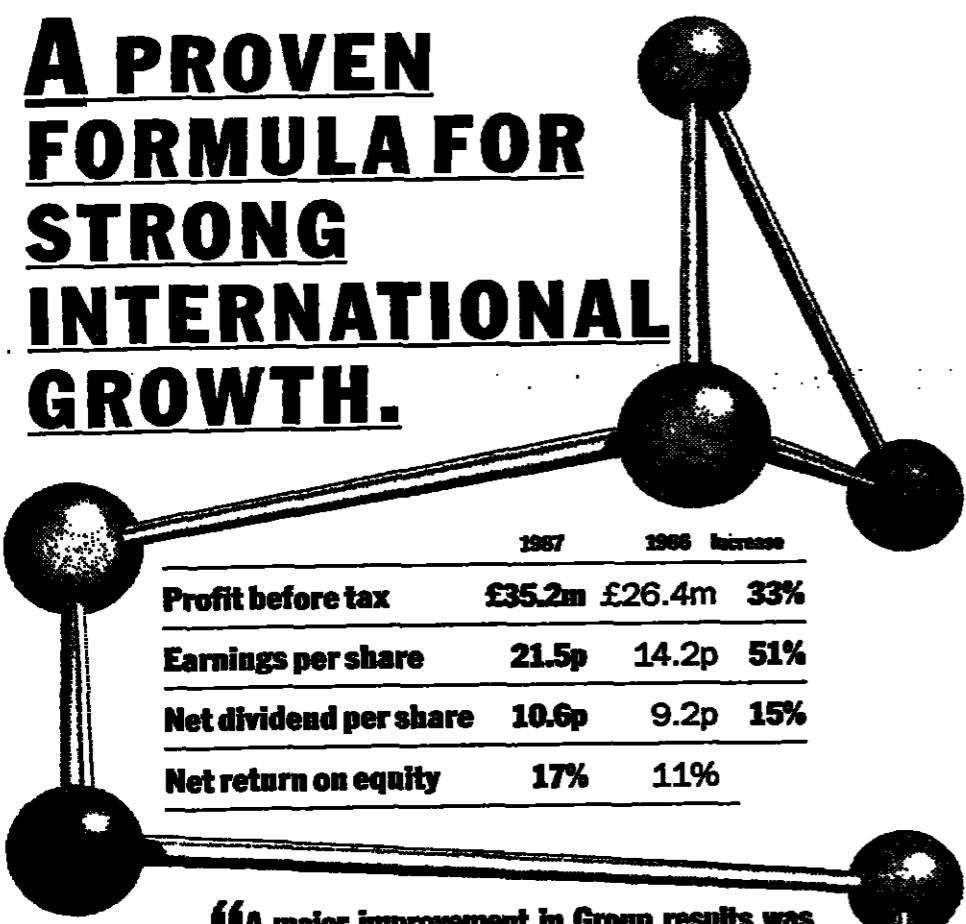
Co-operative Bank p.l.c.
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Manchester M6 4EP
and
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London EC3V 3NJ

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London EC2R 7AN

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28th April 1988

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TOMY CRUSER, CHAIRMAN

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Foseco Minsep



Tokyo Pacific Holdings N.V.
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The Annual Report as of 31st December, 1987 has been published and may be obtained from:

Pierson, Heldring & Pierson N.V.
Herengracht 214, 1016 BS Amsterdam
National Westminster Bank PLC
Stock Office Services,
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London EC2N 1EJ
N.M. Rothschild & Sons Limited
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56 Pitt Street, Sydney N.S.W. 2000

Full listing puts £46m valuation on Victaulic

BY PHILIP COGGAN

Victaulic, the plastic pipeline company, yesterday announced details of a main market listing, just five years after it was privatised via an employee buyout from British Steel.

The flotation terms mean that employee shareholders, who paid the equivalent of 12.5p per share in 1983, will have seen their investment multiply nearly nineteenfold.

Lazard Brothers is placing 4.4m shares, 23 per cent of the equity, at 25p each, giving Victaulic a market capitalisation of £46.4m. Dealings are expected to start on May 6.

The company was founded in 1926 by a Royal Engineers officer, Lieutenant Ernest Tribe, in the First World War he had seen, in the trenches, that old-fashioned pipelines leaked frequently and he invented a more efficient pipe joining mechanism.

In 1926, Stewarts & Lloyds, the steel company, took a controlling interest in Victaulic and that eventually led to the company being nationalised twice in government takeovers of the steel industry.

When the buyout was organised in 1983, British Steel retained 20 per cent of the equity, a group of 552 employees and managers took 40 per cent and three institutions - Barclays Industrial Development, Investors



Derek Papworth (left) executive director, and David Stewart managing director with some of the company's products

in Industry and Prudential Assurance - took the remaining 30 per cent.

British Steel is selling part of its shareholding in the placing and will own 22 per cent of the enlarged equity. It has guaranteed not to dispose of its remaining stake before the summer of 1990.

Victaulic now has three main business areas - mechanical pipe couplings, polyethylene pipes and rubber seals and gaskets. Its major customers - currently representing around 60 per cent of turnover - are the gas and water industries which are gradually

replacing old metal pipelines with plastic pipes.

Last year, the company made pre-tax profits of £8.5m on turnover of £25.8m, compared with profits of £5.2m on sales of £24.1m in 1986. At the placing price of 25p, the shares will be on a historic price earnings ratio of 11.

The gross dividend yield is 4.3 per cent.

Victaulic has already made five small acquisitions since the buyout and the flotation will help it pursue an acquisition policy. Its aim is to broaden its customer base and expand into the area of technical plastics.

Roskel for USM with £16m tag

BY FIONA THOMPSON

Roskel, the suspended ceilings installer and distributor, is joining the USM via a placing valuing it at £16m.

CL Alexander Leing & Crichton-shank is placing 2.2m shares, representing 25 per cent of the enlarged equity, at 12.5p each. Of these, 1.75m are new and will raise £1.95m for the company. Existing shareholders are selling 1.5m shares.

The company, based in Birmingham, has two divisions Roskel Contracts and CP Supplies. Roskel Contracts installs

suspended ceilings from four branches in Glasgow, Birmingham, north and south London.

CP Supplies, from seven depots throughout the country, distributes ceilings and partition system materials to smaller contractors and also hires out lightweight aluminium scaffolding towers.

One of the top four suspended ceiling contractors in the country, Roskel has a 3 to 4 per cent share of the estimated £300m UK market in this sector. Its customer list includes major UK

building contractors and store groups such as Tesco, Asda, Sainsbury and BHS.

Roskel is coming to the market to finance future growth, said Mr Simon Skelding, chairman and managing director, who founded the business in 1968.

Pre-tax profits have trebled over the past five years from £251,000 in 1983 to £1.73m in 1987, putting the shares on a historic P/E of 12.5.

Dealings are expected to start on May 6.

Thai Fund subscriptions

BY PHILIP COGGAN

The \$300m offer for subscription of shares in the Thai Investment Fund, a company specialising in investment in Thailand-based securities, received applications from the public for just 215,800 shares, 7.2 per cent of those on offer.

However, applications had already been received from or through the underwriters for 2.25m shares, 75 per cent of the issue.

An offer for subscription of shares in the Thai Investment Fund, a company specialising in investment in Thailand-based securities, received applications from the public for just 215,800 shares, 7.2 per cent of those on offer. If demand for the shares is insufficient, the company can simply issue fewer shares.

However, the Thai Investment Fund was underwritten by a group of institutions led by Yamaichi International and all 1.5m shares on offer will be taken up.

Pennant joins Third Market

By Fiona Thompson

Pennant Group, the holidays and leisure group, is joining the Third Market via an introduction by Yamaichi International and all 1.5m shares on offer will be taken up.

The rate of installation of subscription services was very high and the flow of gross new orders has been at record levels.

However, the cancellation rate has been above normal - reflecting some cutbacks in financial markets where expansion was previously most dramatic.

The strength of sterling, if extended, could, Sir Christopher said, depress results below original expectations.

Norton, Rose, Botterell & Roche

As from 1st May 1988
the name of the firm is

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UK COMPANY NEWS

Ellis & Goldstein falls £1m behind

BY ALICE RAWSTHORN

Ellis & Goldstein, which manufactures Dash leisurewear and Easter women's wear, yesterday announced a fall in pre-tax profit from £2.7m to £2.6m in its last financial year because of problems with Dash in the US and with new ranges in the UK.

Mr Philipott said the Easter range performed well last year. He described the response to the new Jenni Barnes collection as encouraging. "We have had two ranges which have not worked. Hopefully it will be third time lucky," he said.

● comment

Ellis & Goldstein is a victim of over-confidence. Flushed with its success in launching Dash into the UK in the early 1980s, it sailed forth into the US last year. The timing was wrong. So were the sites. The best that can be said for the misadventure is that at least had the sense to cut its losses sooner rather than later.

The group's turnover rose to £28.9m (£80.5m) in the year to January 30 and profits on turnover of £8.5m on turnover of £25.8m, compared with profits of £5.2m on sales of £24.1m in 1986. At the placing price of 12.5p, the shares will be on a historic price earnings ratio of 11.

Mr Alan Philpott, chairman, said the year had been spent "sortng things out and taking corrective action". He said the first half of this year is "unlikely to show anything sparkling" but hoped that the group would make a "strong recovery" in the second half.

Although Dash encountered difficulties in the US, its UK business

Shiloh little changed

Shiloh, Oldham-based textile spinner and protective clothing manufacturer, reported a marginal rise from £1.35m to £1.37m in pre-tax profit in the year to March 31 1988.

Profits from textile spinning were slightly lower, but this was offset by an increased contribution from medical and industrial disposables.

The directors said prospects on the textile side looked rather less promising, but expansion of the group's other interests should enable it to continue to make progress.

Turnover for the year rose from £14.57m to £16.53m. There was a tax charge of £478,740 compared with £414,986.

The final dividend is raised from 2.5p to 2.75p net for an increased total of 4.5p (4p). A one-for-one scrip issue is also proposed.

GRANVILLE SPONSORED SECURITIES					
High Low	Company	Price	Change	Qty. (k)	Yield % P/E
202 125	As. Brit. Ind. Ind.	20.00	+1	8.9	4.4 7.6
202 126	As. Brit. Ind. Cols.	20.00	+2	10.0	5.0
207 120	As. Brit. Ind. Ind.	20.00	+1	10.0	5.0
162 125	Bardon Group	12.00	+2	2.7	1.7 27.5
148 137	Bray Technologies	14.00	+1	52	3.1 10.2
206 243	CCL Group Ordinary	22.00	+1	11.5	4.5 6.5
124 228	CCL Group 11% Div. Pref	22.00	+1	12.1	11.1
124 244	CCL Group Ordinary	22.00	+1	1.4	4.6 9.2
106 100	Corporation 7.5% Pref	10.00	+1	10.3	9.7
220 147	George Blair	22.00	+1	3.7	1.7 4.1
90 160	Ide Group	8.00	+1	3.4	3.9 9.7
94 57	Jackson Group	8.00	+1	10.4	3.1 12.0
304 200	Marine & IV Amers	20.00	+1	1.0	4.4 10.0
32 40	Robert Jenkin	4.00	+1	1.0	2.5 10.0
124 124	Scruttons	12.00	+1	5.5	4.4 11.8
83 56	Trotter Holdings	8.00	+1	2.7	3.4 8.7
106 100	Universal Holdings Div. Pref	10.00	+1	8.0	7.5
278 202	W. S. Yards	27.00	+1	14.2	5.9 7.9

Securities denoted (SD) and (GSD) are dealt in subject to the rules and regulations of The Stock Exchange. Other securities listed above are dealt in subject to the rules of FIMBRA.

Granville Davies Limited
6 Lower Lane, London EC3R 8EP
Telephone 01-

UK COMPANY NEWS

Alphameric in £9m call
and forecasts £4.6m

BY CLAY HARRIS

HAVING WON an order worth up to £5m from the Halifax Building Society, Alphameric, manufacturer of computer keyboards, viewdata terminals and dealing systems, yesterday launched a one-for-four rights issue to raise £3m.

The data broadcast system ordered from Alphameric will enable Halifax, Britain's largest building society, to transmit and display marketing information simultaneously to customers in branch offices throughout the country.

The initial contract order, an 18-month project, is worth £2m to Alphameric. Add-on options may raise the total to £5m.

Mr Roger Hatfield, finance director, said the rights issue proceeds would be used initially to reduce borrowings, which had risen to £3.5m by March 31, as a result of heavy research and development spending and investment in manufacturing facilities.

The new shares are offered at 247p, compared with yesterday's market price of 285p, down 5p. Investors in Industry, which holds 10.6 per cent of Alphameric, has undertaken to take up its rights in full.

Alphameric has forecast a final dividend of 2.5p – for which the new fully paid shares will be eligible – to make a total of 3.5p (2.5p).

Fredk. Cooper acquires Lorlin

BY CLAY HARRIS

Frederick Cooper, industrial holding company, yesterday secured its largest single acquisition with an agreed takeover of Lorlin Electronics which values the USM-quoted maker of switches and connectors at £15.1m.

Cooper is offering 22 convertible preference shares for every 10 Lorlin ordinary. This values Lorlin shares at 238p, compared with the 162p suspension price on Tuesday. There is a cash alternative of 220p.

Lorlin makes switches used in electronic equipment such as telephones and televisions. Mr Eddie Kirk, Cooper chairman, said: "With our connectors and their switches, it gives a complete range of products in that sector." The two companies have only one customer in common.

The acquisition, in the a

quoted company since Mr Kirk took over at Cooper early in 1986, continues his emphasis on electronic components and security products as the main avenues for expansion. Cooper is also involved in metal finishing, materials handling and specialist engineering.

Cooper intends to tighten financial and management controls to widen Lorlin's margins from 18 per cent to 25 per cent, in part through the elimination of sub-contract work, a process already started by Lorlin.

The scope for improvement was underlined yesterday by Lorlin's 1987 results which showed pre-tax profits less than 2 per cent ahead at £1.1m on turnover of £3.87m (25.11m).

Earnings per share fell to 12.08p from 13.2p adjusted for a rights issue. A proposed final divi

Jessups up 58% midway

Jessups, motor vehicle dealers and leasing specialist, achieved strong profits growth in the six months to February 29 and the progress has continued.

The taxable figure of £1.02m was 58 per cent up on the £644,000 made in the comparable period. The increase was scored on turnover up 19 per cent from £23.2m to £240.28m.

Better margins were achieved

on new car sales and improvements in volumes and profits on used cars. The profit contribution from after sales activities increased significantly, the directors said. They are confident of a very satisfactory result for the year.

An interim dividend of 2.9p is to be paid on earnings of 7.89p (5.15p).

Hatfield turns in £0.25m

INTERIM figures for Hatfield Estates, a construction and property development company, have exceeded expectations, said Mr Arthur Morton, chairman.

The company came to the USM last December. For the six months ended February 29 1988 it produced turnover of £1.4m and pre-tax profit of £263,000.

Mr Morton said it was intended

to continue organic growth and to expand by acquisition and joint ventures. He did not anticipate completion of any major developments in the current year, and those recently started were scheduled for completion in 1989.

He expected a dividend of not less than 1.5p for the present year.

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to continue organic growth and to expand by acquisition and joint ventures. He did not anticipate completion of any major developments in the current year, and those recently started were scheduled for completion in 1989.

This USM supplier of office equipment, furniture, and gift and novelty stationery, turned in sales of £24.8m in 1987, against £16.7m, and profits of £2.12m, compared with £1.5m. Earnings moved up to 14.5p (11.5p) and the final dividend is 4.4p (4p) total.

Mr Martin Abramson, chair-

man, said there were four key achievements: improvement of the direct marketing capabilities; introduction of several imported products; strengthening of financial management; and raising £3m to finance further expansion.

There was significant growth in the Ronald Martin office equipment and RMS International gift and stationery divisions.

The first quarter of 1988 enjoyed record turnover and Mr Abramson was confident about prospects.

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COMMODITIES AND AGRICULTURE

Traders in rubber clash over stock sale

By Wong Suhong

In Kuala Lumpur

THE MASSIVE sales programme of the international buffer-stock emerged as a strong point of contention between producer and consumer members at the International Natural Rubber Organisation (INRO) council meeting here yesterday.

The session had to be extended for another day to allow members to reach agreement over future buffer-stock disposals.

Producer countries expressed concern that the substantial sales by Mr Aldo Hofmeister, manager of the buffer-stock, would depress prices, and wanted him to restrict his operations.

They pointed out that the INRO council had authorised him at its last meeting in October last year to arrange a "modest" sales programme. Its purpose would be to raise funds to service INRO until the second rubber agreement comes into force. Mr Hofmeister's main guideline was to be that his sales should not disrupt the market.

Mr Hofmeister began to sell rubber last September when the price breached the "buy-sell" level of 232 Malaysian, Singapore cents/kg. He stopped up dispositions from January when prices hit the "must-sell" level of 242 cents.

He is believed to have sold about 220,000 tonnes from his 370,000-tonne stockpile, but so far his efforts do not appear to have had any appreciable impact on the market.

Mr Hofmeister told the INRO delegates he believed prices would soften within a month or two as a result of the impact of his sales, and the end of the wintering season in south-east Asia.

Consumer members of the council opposed the producers' move. They said that in view of the current production shortage and of strong demand, Mr Hofmeister's main obligation was to halt surging prices.

The current price is above 257 cents/kg, and some consumers feel unless Mr Hofmeister is allowed flexibility in his operations, the price could breach the upper intervention level of 270 cents. At that stage INRO would have to use all its available resources to defend the market.

The heated debate on the buffer-stock sales is reminiscent of the dispute during 1984-86 over the huge buffer-stock purchases to defend the lower price range.

"Previously, it was consumers who complained that the buffer-stock manager was buying too much, and wanted the price to find its level," said an INRO official. "Now it's the producers' turn to complain that the manager is selling too much rubber."

Raymond Hughes on the decision that an international grouping is greater than the sum of its members

Tin Council nations escape liability after collapse

THE CREDITORS of the International Tin Council (ITC) have suffered another defeat in their legal battle to be paid by the council. The council collapsed into insolvency in October 1985 owing about £900m.

The Court of Appeal yesterday dismissed appeals by creditors against four High Court rulings last year. On the most important issue it decided, by a 2-1 majority, that the ITC's members were not liable under English law to pay the organisation's debts. The members are Britain, the European Community and 22 other states.

On the other issues the three judges:

- Upheaved the striking-out of a petition for the compulsory winding-up of the ITC brought by Amalgamated Metal Trading, a London Metal Exchange trader, and Macleaine Watson - two High Court judges held that the ITC had a distinct legal personality, separate from its members, and therefore was alone responsible for its debts.

The creditors contended that the members were jointly and severally liable for the debts. Ullah Rayner, which sued all the ITC members, Macleaine Watson, limited its attack to the UK.

Other broker and bank creditors of the ITC joined in the Bayern hearing to argue on the members' liability issue. The actions by those other creditors, which include additional claims for damages for alleged negligence or negligent misrepresentation, are expected to get to the High Court later this year.

Dealing with the direct actions, Lord Justice Kerr said that the creditors made three alternative submissions:

- That the ITC had no legal personality distinct from its members, who were an unincorporated association trading in the name of the ITC. The creditors' contracts were, although made nominally with the ITC, directly with the members, who were jointly and severally liable as trading partners.

- That the EC did not have sovereign immunity from English legal proceedings.

- If the ITC did have a separate

legal personality its members were not absolved from liability, the ITC being "a mixed entity" analogous to a partnership.

If the ITC was wholly distinct from its members, it had entered into contracts as their agent.

Lord Justice Kerr said that the first submission was untenable. It disregarded the fact that, like virtually every other international organisation, the ITC was a legal entity under international law.

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EUROPEAN OPTIONS EXCHANGE

Series	May 88		Aug. 88		Nov. 88		Stock
	Vol.	Last	Vol.	Last	Vol.	Last	
GOLD C	\$440	47	15	8	22	-	\$450.30
GOLD C	\$450	23	4.40	12	16	25	\$450.30
GOLD C	\$450	520	-	-	-	-	\$450.30
GOLD P	\$400	100	0.30	130	2.50	-	\$450.30
GOLD P	\$440	20	3	30	8.70	-	\$450.30
GOLD P	\$450	1	-	-	-	25	\$450.30
GOLD P	\$460	1	30 A	-	-	31	\$450.30
May 88		Jun. 88		Jul. 88			
EDE Index C	Fl. 190	41	20 B	65	21	-	Fl. 211.90
EDE Index C	Fl. 200	82	12	-	-	-	Fl. 211.90
EDE Index C	Fl. 210	540	10	-	-	-	Fl. 211.90
EDE Index C	Fl. 215	77	3	-	-	-	Fl. 211.90
EDE Index C	Fl. 220	1	1.90	7	6.25	-	Fl. 211.90
EDE Index P	Fl. 285	23	0.80	21	4.50	-	Fl. 211.90
EDE Index P	Fl. 190	1	1.20	12	3.30	-	Fl. 211.90
EDE Index P	Fl. 195	51	1.50	12	4.10	-	Fl. 211.90
EDE Index P	Fl. 200	96	1.70	12	5.70	-	Fl. 211.90
EDE Index P	Fl. 205	121	2.80	17	-	22	Fl. 211.90
EDE Index P	Fl. 210	65	6.00	31	10.20	-	Fl. 211.90
EDE Index P	Fl. 215	100	9.50	-	-	-	Fl. 211.90
S/F/C	Fl. 190	-	-	70	1.40	2	Fl. 188.30
S/F/P	Fl. 190	130	2.50	2	4 A	-	Fl. 188.30
Jul. 88		Oct. 88		Jan. 89			
ASH C	Fl. 40	396	1.10	70	2	12	2.50 B
ABN P	Fl. 40	14	2.40	173	4.20	6	4.20
ABEON C	Fl. 75	96	3	12	4.20	-	Fl. 75
ABEON P	Fl. 70	65	1.80 B	15	3.40	-	Fl. 75
AHOLD C	Fl. 75	68	1.40 A	5	3	-	Fl. 75
AHOLD P	Fl. 65	75	1.30	-	-	-	Fl. 75
AKZO C	Fl. 110	64	4.80	-	7.80	-	Fl. 111.30
AKZO P	Fl. 100	65	3.40	22	6	12	10.10
AMEV C	Fl. 50	10	1.80	22	4.70 A	-	Fl. 51.10
AMEV P	Fl. 50	19	3.30	22	4.30	100	5.50
AMRO C	Fl. 65	32	3.50	7	4.50	-	Fl. 65.00
AMRO P	Fl. 65	-	-	-	-	-	Fl. 65.00
BUHRMANN-T C	Fl. 45	35	2.20	-	17	3.70	Fl. 45.00
BUHRMANN-T P	Fl. 45	21	-	19	3.70	12	-
ELSEVIER C	Fl. 150	265	3	14	-	-	Fl. 150
ELSEVIER P	Fl. 150	166	-	22	-	-	Fl. 150
GIST-BROC C	Fl. 40	185	-	85	2.20	4	2.70
GIST-BROC P	Fl. 35	177	3.50	-	-	-	Fl. 34.80
HEINEKEN C	Fl. 140	67	1.90	85	-	103	4.20
HEINEKEN C	Fl. 120	2	-	85	-	103	5.50
HOOGOVEN C	Fl. 40	527	3	121	4.20	-	Fl. 40.50
HOOGOVEN P	Fl. 35	106	1.20	81	4.20	15	2.40
KLM C	Fl. 40	837	0.90	81	1.60	15	2.40
KLM P	Fl. 30	510	0.90	84	1.30 A	11	2.30
KNP C	Fl. 130	86	6.30	-	-	-	Fl. 120.30
NEEDLOYD C	Fl. 250	17	5.30 B	28	13.50	-	Fl. 211.10
NEEDLOYD P	Fl. 250	94	15.10 B	28	23.50	17	21.10
NAT.NED. C	Fl. 40	94	0.70	95	2.50	25	2.50
NAT.NED. P	Fl. 40	46	2.10	95	2.50	25	2.50
PHILIPS C	Fl. 35	340	1	78	2.20	11	2.20
PHILIPS C	Fl. 35	94	2.40	175	3.10	25	3.10
ROYAL DUTCH C	Fl. 280	729	2.20	175	3.20	25	3.20
ROYAL DUTCH P	Fl. 280	228	5.20	175	4.90	24	11.50
UNILEVER C	Fl. 160	367	1.90	88	4.40	12	11.50
UNILEVER C	Fl. 160	241	1.90	81	4.30	630	6.30

TOTAL VOLUME IN CONTRACTS : 21,283

-Ask B = Bid C = Call P = P

AUTHORISED UNIT TRUSTS

	£1000s	£1000s
Abbey Unit Trs. Movers (a)		
80 Hedgecourt Rd, Bournemouth		
High Income		
American Income	79.8	121.2
Gilt & Fixed Int.	115.0	122.7
High Inc Equity	115.4	122.7
World Income	115.6	122.7
Capital Growth		
American Growth	139.1	147.1
Asian Pacific	59.7	63.1
Assets & Earnings	133.8	138.9
Capital Reserve	78.0	78.0
Conserv & Energy	69.2	70.9
European Capital	64.2	64.2
General	50.6	171.5
Global	4.4	17.1
Manufacturing	70.4	74.8
UK Growth Assets	104.1	104.1
UK Growth Div.	105.0	105.0
US Emerging Cts.	40.6	48.9
Income & Growth	206.1	206.1
Technical Growth	40.9	43.5
Abstract Management Ltd		
10 Queen's Terrace, Aberdeen AB9 1AL		
21 Churchill St, London EC4V 4TQ		
UK Growth	30.7	32.4
UK Income Inc Co	22.0	25.1
World Growth	38.5	38.5
Extra Income	37.9	40.3
Family Office Trust Managers Limited		
Americas	37.8	40.1
Amer Extra Inc	23.8	26.0
Australian	2.0	2.0
Capital Res	29.6	42.2
Gilt & Fixed Int	21.7	25.1
Global Income	53.7	58.0
High Income	52.5	58.3
Income Growth	64.2	64.2
International	163.1	173.2
Japan & General	163.1	173.2
Special Situations	62.7	64.4
Private Markets Unit Trust Fund		
Asian Far East	71.6	76.1
International	64.8	74.2
Do Accum	91.2	96.3
High Income	59.3	64.5
Fund Int. 1st	93.0	93.0
Do Accum - USA	20.4	22.1
High Income	59.0	61.7
North American	30.3	40.7
South America	30.3	30.3
AEben Unit Trusts Ltd (2000c)		
401 St. John St, London EC1V 4QE		
International Growth	98.5	104.7
Dividend	100.0	104.7
Income	93.4	95.9
Asian Units	93.4	95.9
Far Eastern	203.7	218.8
Asian Units	229.2	240.4
Fam & General	100.0	104.7
Asian Units	131.1	133.1
High Yield	71.1	78.6
Asian (Units)	106.6	110.6
Barclays Growth	50.0	50.0
Accrued	206.5	211.6
Income Units	100.0	100.0

$$P = P_{\text{tot}}$$

UNIT TRUST INFORMATION SERVICE

UNIT TRUST INFORMATION SERVICE

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Continued on next page

UNIT TRUST INFORMATION SERVICE

FT UNIT TRUST INFORMATION SERVICE

LONDON SHARE SERVICE

BRITISH FUNDS										BRITISH FUNDS - Contd										FOREIGN BONDS & RAILS									
Yrs.	High	Low	Stock	Price	Yrs.	High	Low	Stock	Price	Yrs.	High	Low	Stock	Price	Yrs.	High	Low	Stock	Price										
"Shanks" (Lives up to Five Years)																				1988									
1988	450.00	410.00	1000	410.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	Stock	5	4	3	2	1	0			
Unquoted																				1988									
1988	450.00	410.00	1000	410.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	Stock	5	4	3	2	1	0			
Index-Linked																				1988									
1988	450.00	410.00	1000	410.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	Stock	5	4	3	2	1	0			
AMERICAS																				1988									
1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	Stock	5	4	3	2	1	0			
INT. BANK & O'SEAS GOVT. STERLING ISSUES																				1988									
1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	Stock	5	4	3	2	1	0			
CORPORATION LOANS																				1988									
1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	Stock	5	4	3	2	1	0			
COMMONWEALTH & AFRICAN LOANS																				1988									
1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	Stock	5	4	3	2	1	0			
LOANS																				1988									
1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	Stock	5	4	3	2	1	0			
Building Societies																				1988									
1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	Stock	5	4	3	2	1	0			
Over Fifteen Years																				1988									
1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	Stock	5	4	3	2	1	0			
Prolonged real revaluation on projected inflation of CI 10%																				1988									
1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	Stock	5	4	3	2	1	0			
INT. BANK & O'SEAS GOVT. STERLING ISSUES																				1988									
1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	Stock	5	4	3	2	1	0			
CORPORATION LOANS																				1988									
1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	Stock	5	4	3	2	1	0			
COMMONWEALTH & AFRICAN LOANS																				1988									
1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	Stock	5	4	3	2	1	0			
LOANS																				1988									
1988	100.00	80.00	1000	80.00	1988	100.00	80.00	1000	80.00	1988	100.0																		

LONDON STOCK EXCHANGE

Takeover speculation in consumer stocks features equities and I-L Gilts advance

Account Dealing Dates		Opinion		Last Account	
Dealers	Deals	Dealers	Deals	Day	Day
Apr 11	Apr 21	Apr 21	Apr 22	May 3	
Apr 25	May 5	May 6	May 6	May 16	
May 9	May 19	May 20	May 21		

THE UK STOCK market gave itself up almost entirely to bid speculation yesterday as the reverberations of Nestle's \$2.1bn bid for Rowntree resounded throughout the consumer share sectors. In its speculative excitement, the stock market brushed aside more fundamental factors, such as the prospects for the UK March trade figures, due on Friday.

However, fears that day's profits statement from ICI might include a rights issue cooled the market frenzy towards the close, and the early gain of 13 FTSE points was more than halved by the end of the day.

It was a day when any tale, no matter how outlandish, could be sure of an attentive reception. In mid-afternoon, the UK Treasury found itself obliged to deny City rumours that Mr Nigel Lawson, the Chancellor of the Exchequer, had resigned.

There was further, and heavier, demand for Cadbury Schweppes after General Cinema, the US holder of a 17.7 per cent stake, disclosed plans for low funding prospects in Gilts. commented one leading trader. The Bank was known to favour further use of the auction system, and its stated maximum of \$2bn for the two proposed sales presents no problem for the market.

Cadbury shares closed 31 up at 36p after touching 35p. Trading was heavy, but the Seab volume of 31m shares was overstated by 6.2m because of inaccurate entries. Around 11m shares had already changed hands by 8.00am as the City awaited the over-night disclosures by General Cinema.

Rowntree continued to trade actively as both its Swiss sister disclosed fresh share purchases. Nestle took its share to 5.75p cent, up by 4.5p, a share at 900p, the top price Nestle can pay, after allowing for retained dividend. Speculative appetites were whetted by Jacobs Suchard's disclosure that it had increased its stake to 16 per cent with the purchase of a further 2.5m shares on Tuesday. Rowntree announced the \$200m disposal of Tom's Foods, a US snack food subsidiary.

Shares in Rowntree closed 2 easier at 32p, after touching 33p earlier. Trading volume totalled 13m shares.

The search for the next treasure trove of globally-recognised consumer brand names saw investors ranging across the retail share sectors, buying food

manufacturing, brewery, retail and even tobacco stocks.

With so many Alpha stocks attracting speculative interest market indices rose sharply during the first half of the session. But more than one third of the FTSE list showed falls throughout the day. The index itself closed a net 5.9 up at 1866.7.

Outside the takeover features, turnover showed only a slight increase. With sterling little changed during the London trading session, the international stocks lacked feature.

Government bonds were high-lighted by renewed switching into Index-linked issues by domestic institutions. I-L stocks gained about 3% point, while conventional Gilts showed little change on the day.

The sector remained effectively at a standstill ahead of tomorrow's publication of the UK trade figures for last month. A talking point was the Bank of England's announcement that it expects to hold two more auctions of stock, following the three experimental sales held last year.

The announcement is "consistent with the market perception of low funding prospects in Gilts", commented one leading trader. The Bank was known to favour further use of the auction system, and its stated maximum of \$2bn for the two proposed sales presents no problem for the market.

Guinness, with Bells, Johnny Walker and Gordon's Gin in its stable, also traded heavily. Some 7.0m shares passed through the system as attention was drawn to the firm's trading, rising a net 6 to 36p, after 26p turnover of 5.9m. United Biscuits gained 5 to 294p, after 28p, as some 12m shares changed hands, while Unigate rose 11 to 278p. Banks Hovis Melba, in which Goodman Fielder of Australia has a significant presence and is now free to mount a full bid, touched 360p prior to closing unchanged at 35p. Pitch Lovell, formed 5 years ago, to 265p and Bassett put on 9 more to 265p and Bassett put on 9 more to 265p.

Tate and Lyle rose 10 to 78p awaiting the full-year figures, but cash and carry group Nurdin and Peacock gave ground following the preliminary results to close 7 lower at 134p.

Brand-name enthusiasts launched a two-pronged attack on Brewery majors Allied Lyons and Guinness. Speculation of Bond Corporation buying took a back seat as Allied, with such brand names as Canadian Club and Courvoisier, burst higher during a mid-morning frenzy of activity when an agency broker

commented on the market's preoccupation with branded products.

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Beckitt and Colman, the worldwide household products group, were again well to the fore, advancing 21 to 218p for a day gain of 5.5p. Some 1.4m shares changed hands yesterday.

Commenting on the market's preoccupation with branded products, a leading broker said: "The market was a continuation of the recent stories that a stake is being accumulated in the company as a prelude to a full bid. Last week there were rumours suggesting Cable & Wireless or GEC could be interested in bidding for the group.

The oil majors closed with only minor changes on the day following the latest developments at the OPEC gathering in Vienna which boosted North Sea oil prices by some 25 cents a barrel.

Enterprise and LASMO were two outstanding features with

paid as much as 440p a share for stock. The tempo could not be maintained and Allied-Lyons was back to close 21p up on 3.0m shares.

The market was alive with stories that Robert Maxwell was to hold a stake of around 2 to 3 per cent, he was the buyer, and that a similar stake had been acquired by Hong Kong Wharf prior to a full bid.

Racial once again topped the list of active stocks in the widely traded electronics leaders with 11m shares moving through the session's high of 315p, up 17% of 17.5p. Interest spilt over to other leaders which eventually scored a rise. The list included Whitbread 'A' 314p, Bassett 385p, and Scottish & Newcastle 288p.

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Amid rumours that a merger of the two is on the cards in the near future, Ultramar jumped 10 to 280p on talk that Sir Ron Brierley is close to selling on his 10 per cent stake in the company to a predator.

The life assurance sector was the scene of major two-way activity after the Life Assurance and Unit Trust Regulatory Organisation (Latro) decided to make life brokers reveal their commissions for selling life policies. The Latro move was regarded by analysts and traders as being likely to depress sales policies via intermediaries and widen the buying triggered by the huge interest in traded options. Total turnover expanded to over 5,000m cost of 265p and only 5.5p calls.

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the former up 8% at 356p and the latter 12 higher at 384p - on a turnover sharply higher at 4.5m.

Amid rumours that a merger of the two is on the cards in the near future, Ultramar jumped 10 to 280p on talk that Sir Ron Brierley is close to selling on his 10 per cent stake in the company to a predator.

The life assurance sector was the scene of major two-way activity after the Life Assurance and Unit Trust Regulatory Organisation (Latro) decided to make life brokers reveal their commissions for selling life policies. The Latro move was regarded by analysts and traders as being likely to depress sales policies via intermediaries and widen the buying triggered by the huge interest in traded options. Total turnover expanded to over 5,000m cost of 265p and only 5.5p calls.

Racial once again topped the list of active stocks in the widely traded

NEW YORK STOCK EXCHANGE COMPOSITE CLOSING PRICES

Continued on Page 4

AMERICA

Inflation worries subdue Dow's upward momentum

Wall Street

INFLUENCED by inflation fears and a subdued bond market, Wall Street stocks posted a small gain yesterday in the lightest trading volume for nearly a month, writes Deborah Hargreaves in New York.

The market managed to retain some upward momentum from the last few sessions as it hovered within a narrow range, but kept a wary eye on inflation-indicators such as rising oil and gold prices. Gold futures on the New York Commodity Exchange rose \$4.30, after gold strengthened in London.

The rise in commodity prices led to some inflation concerns in a market where institutions and retail customers remained hesitant. The credit markets edged downwards and the dollar firmed slightly, but trading in both markets was slow.

Wall Street had largely discounted the economic data released yesterday and showed little reaction to the 0.8 per cent growth in March personal income and the 0.7 per cent rise in consumption.

The Dow Jones Industrial Average closed at 2,047.91, a rise of 13.15 points, on light volume of 13.5m shares. Some 765 advancing issues just about outweighed 977 declining ones.

Bond market indices were mixed with the Standard & Poor's 500 down 0.13 points to 363.5 and the New York Stock Exchange Composite index up 0.01 points to 148.94.

EUROPE

Firm dollar and US gains underpin optimistic mood

London

SLIGHT gains in thin trade were the order of the day on most European bourses yesterday, as the overnight gain on Wall Street and the firming dollar encouraged some optimism.

FRANKFURT turned up after recent falls, with most shares closing near their highest levels of the day in a quiet session. The FAZ index edged up 0.61 to 446.62.

Blue chips slipped in the first half hour of trade, but buying from domestic investors pushed them back up, with support from a firm dollar.

Daimler-Benz opened DM5.10 down on Tuesday's close at DM6.10, but later rebounded to close at DM6.15, or DM6.40 higher. Other car makers also improved.

Bonds generally firmed in moderate trading, but the yield on the 6.6 per cent 1998 bond was unchanged at just over 6.37 per cent.

PARIS also finished slightly higher in a session dominated by activity in diversified group Compagnie du Midi. The Indicateur de Tendance rose 0.30 to 112.30 and the CAC General index, based on opening prices, showed a 4.1 gain to 312.0.

Midi shares plunged FF140, or 7.7 per cent, to a low of FF1150 in early trading following Tuesday's announcement of a merger with fellow French insurer Groupe Axa to create a new force in the European industry.

But the share price recovered to end FF140 lower on the day at FF11,761 amid speculation that the merger plan might force the hand of Generali of Italy, which has built up a 13.6 per cent stake in Midi.

Elsewhere, Elf added FF2 to FF289 in the wake of its acquisition of RFT's oil and gas division, CGE, which said it was optimistic

Oil stocks showed little effect of an accord reached by Opec with non-member oil producing countries on reducing their exports by about 5 per cent in an effort to bolster oil prices. This led to a boost in oil futures on the New York Mercantile Exchange to a midday level of \$18.47 a barrel, an increase of 15 cents from Tuesday's level.

However, Exxon lost \$4 to \$44.2, Mobil was down \$3 to \$47.7 and Amoco was up 5¢ at \$79.75. Texaco, which doubled its quarterly earnings on Tuesday, was down \$1 to \$88.

Chrysler Corp gave up 3¢ to \$23.8 in spite of reporting record first quarter profits - before an extraordinary charge - and a delay in the phase-out of its Kenosha, Wisconsin car assembly plant. Among other companies reporting quarterly results, Dupont, the chemical company, gained 1.7 to \$86.7, PepsiCo, soft drinks firm, dropped 3¢ to \$86, and Prudential, the financial services company, rose 3¢ to \$82.5.

Bethlehem Steel gained \$2 to \$20.4 after it announced it would raise its steel plate prices by \$10 a ton. USX, which on Tuesday reported strong first quarter profits, was up 2¢ to \$20.4 and Home

Making lost 5¢ to \$14.4.

Allegis Corp gave up 5¢ to \$34.8 after the announcement that Mr James Hartigan, chair-

man of its United Airlines unit would retire.

In the takeover area, General Cinema rose \$2 to \$18.4% after it made a filing with the Securities & Exchange Commission for clearance to increase its 17.7 per cent stake in Cadbury Schweppes, the UK chocolate and soft drinks company.

With dealers and investors talking to the sidelines, major giant-capital and high-technology stocks turned down almost across the board. In contrast, a handful of smaller-capital stocks, backed by technological development and other favourable factors, were in demand.

The US Treasury bond market remained in a strikingly narrow range yesterday in a cautious market. The benchmark long bond dropped 1¢ to 98.8 with a yield of 9.9 per cent.

After the release of comments

from a speech by Mr Robert Heller, Federal Reserve Board governor, citing the stability and health of the financial markets as key concerns for the bank, analysts pointed to the recent proliferation of speeches by Federal officials. Many of these centre on inflation concerns and can do a lot toward shaping the psychology of the bond market. The bond market remains concerned about inflation and is watching commodity prices with some trepidation.

Canada

RISING GOLD prices led Toronto share prices to a slight gain in mixed trading after the market traded aimlessly through a lack-lustre session.

The composite index, which had risen about eight points in earlier trading, gained 1.90 to 3245.8 as declines outpaced advances by 404 to 385 on quiet turnover of 20.5m shares.

Irish stocks mirror Mr Haughey's popularity

By Kieran Cooke, Dublin correspondent

THESE days it seems that the Irish Republic's Prime Minister, Mr Charles Haughey, can do no wrong.

Public expenditure has been cut by millions of punt as the Government tries to grapple with an E26bn (\$45bn) debt. Yet Mr Haughey's rating in opinion polls has never been higher.

The performance of the Irish Stock Exchange has mirrored Mr Haughey's. Since the beginning of the year the all-share index has risen 14.4 per cent in value, outperforming many markets around the world. The Dublin stock average closed 5.4 down at 27,151.97 after moving between 27,187.49 and 27,165.36. Volume fell steeply from the previous day's 1,052,000 to 784,000 shares. Declines led advances by 527 to 389, with 183 issues unchanged.

The news that Saudi Arabia had decided to cut off diplomatic ties with Iran added to concern about an upturn in crude oil prices, dampening buying interest. The coming holiday-studded Golden Week of Japan also presented investors to keep a low profile.

The bond market remains a good performer with inflows continuing from overseas and the differential between Irish and UK gilt yields at its narrowest for many years.

The Dublin market has traditionally been a volatile one. In last October's crash the exchange index fell 47 per cent compared with falls of 38 per cent in London and 36 per cent in New York.

However, it has shown it can bounce back, up 25 per cent on its post-crash low, well ahead of the London and New York figures. Generally optimistic assessments of Ireland's economic performance underpin the buoyancy. The balance of payments surplus in January was \$122m - the highest monthly figure on record.

Inflation is down to under two per cent while the Economic Borrowing Requirement at E11.45bn (8 per cent of GNP) targeted for the year is the lowest for more than 20 years.

Irish companies, after a period of considerable readjustment, have generally performed well in the difficult economic conditions. Good performances by the big six companies on the Exchange - Jefferson Smurfit, Cement Roadstone Holdings, Waterford Glass, Irish Distillers, Allied Irish Bank and Bank of Ireland (which together account for well over 50 per cent of trading) - have buoyed Dublin's performance.

Takeover speculation has added what Mr John Hogan of Dublin stockbrokers Ebdie & Co describes as "the froth" on the Dublin exchange. Prices continue about a move for Waterford Glass by Fitzwilliam Holdings, a Irish investment holding company. There is also speculation about the Irish Distillers Group's future following interest from the Pilkingtons banana importing company.

This has added to activity and, some brokers feel, somewhat distorted real performance. Meanwhile the two big banks have continued to expand, especially overseas, with Bank of Ireland making an E225m purchase of First New Hampshire Bank in the US.

Fund raising for overseas operations has kept bank shares down but it is felt they will recover strongly later in the year. But many brokers believe the Irish exchange is unlikely to continue climbing at quite such a rapid rate.

"We might have seen the best of this year," said Mr Hogan. With the dominant companies on the Irish exchange heavily exposed in the US and elsewhere, international developments will be crucial. But for the moment, Dublin - and Mr Haughey - are riding high.

BRUSSELS closed slightly higher as market activity picked up a little from the previous day's lull.

Interest focused on Petrofina, up BFR725 at BFR1,075, and leading chemical Solvay, which gained BFR10 to close at BFR12,050. Générale de Banque closed BFR280 to BFR1,170 after paying out a BFR25 dividend.

MILAN suffered uncertainty about prospects for the economy and some price increases in thin-cashier trading. The MIB index closed down 12 at 1,088.

Generali finished at Ls6,500, down Ls1,200 following news of the planned merger between French insurers Compagnie du Midi and Axa.

STOCKHOLM saw share price the best advance for three weeks, helped by the strong market in New York and lower domestic interest rates.

Trading was little affected by the Government's announcement of a tighter fiscal policy. The Aktiengesellschaft index gained 104 to 518.

Nestlé became gained SF10 to SF7,420 in moderate trade. The food giant predicted profit this year would be at least as high as last year's SF7,850, despite its purchase of the Italy's Buitoni and its proposed takeover of the UK's Jacobs Suchard, another Rowntree successor, rose SF175 to SF7,400.

AMSTERDAM made small gains in a quiet day, after the rise on Wall Street and the improvement in the dollar. The all-share index rose 1.2 to 656.

Many investors stayed on the sidelines on Tuesday, figures predicted another crash.

Textile company Nijverheid Ten Cate, the subject of takeover rumours, added a further FI 4.30 to FI 94.30.

Publisher Wolters Kluwer gained FI 1.20 to FI 130.20 after saying first quarter results were very good.

FT - ACTUARIES WORLD INDICES

Jointly compiled by the Financial Times, Goldman, Sachs & Co., and Wood Mackenzie & Co. Ltd., in conjunction with the Institute of Actuaries and the Faculty of Actuaries

NATIONAL AND REGIONAL MARKETS	WEDNESDAY APRIL 27 1988			TUESDAY APRIL 26 1988			DOLLAR INDEX				
	US Dollar Index	Day's Change %	Pound Sterling Index	Local Currency Index	US Dollar Index	Pound Sterling Index	Local Currency Index	1988 High	1988 Low	Year Ago	
Australia (29)	119.05	-1.4	94.03	106.26	4.09	120.74	95.47	106.13	122.31	91.16	128.99
Belgium (45)	125.12	-0.3	98.83	101.74	2.1	121.51	98.24	105.11	124.21	99.08	125.10
Canada (26)	124.07	-0.1	98.00	110.37	3.02	124.20	98.20	110.48	125.49	107.06	125.38
Denmark (39)	119.72	-0.4	94.56	105.56	2.74	120.20	95.05	105.16	123.36	111.42	113.96
Finland (25)	127.31	-0.2	100.56	106.98	1.96	127.60	100.89	106.83	127.89	106.78	127.49
France (121)	67.62	+0.1	79.77	79.77	3.47	80.99	79.50	79.77	81.22	78.50	81.05
West Germany (142)	120.50	+0.2	80.96	102.87	4.43	102.27	80.86	102.62	105.83	84.90	102.53
Hong Kong (46)	121.61	+0.8	96.05	107.46	4.26	120.60	95.36	106.54	123.91	104.60	119.91
Italy (122)	75.82	-1.2	59.89	70.53	2.66	76.76	60.70	71.39	81.74	62.99	110.43
Japan (457)	175.79	-0.6	136.41	136.41	0.52	173.89	137.82	175.12	177.12	133.61	149.28
Malta (3)	125.79	-0.1	102.82	102.82	1.52	103.20	102.84	102.82	103.20	102.15	102.57
Mexico (14)	131.49	-1.4	103.86	127.78	1.08	125.34	105.43	132.40	124.75	96.92	146.06
Netherlands (38)	110.06	+1.0	86.94	94.36	4.90	108.99	86.18	95.45	110.66	95.23	113.48
New Zealand (22)	77.08	-0.2	60.88	61.23	2.56	77.26	61.09	61.51	79.15	64.42	66.15
Norway (25)	130.29	+0.4	102.91	109.07	2.71	129.78	102.62	108.82	130.29	98.55	134.09
Singapore (26)	110.02	-0.8	86.89	101.50	2.46	110.00	86.98	101.54	114.93	97.99	125.37
South Africa (60)	124.19	+1.1	97.49	101.19	5.30	124.54	98.88	108.01	127.12	119.07	128.16
Spain (56)	124.12	-0.5	125.85	125.85	3.57	126.20	125.85	125.85	126.20	124.55	127.17</